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CBS — ABC — Dumont

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- **opening commercial**
- **middle commercial**
- **closing commercial**
- **closing billboard**

NBC-TV

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TELECASTING

1952 Telecasting Yearbook Number

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WNBK
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KNBH
CHANNEL 4
HOLLYWOOD
WNBQ
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CHICAGO

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WNBQ—*Chicago*
KNBH—*Hollywood*
WPTZ—*Philadelphia*
WBZ-TV—*Boston*
WNBK—*Cleveland*
WNBW—*Washington*
WRGB—*Albany-Schenectady-Troy*

for the Clearest Picture *of these 8 key markets . . .* ask the man who knows them

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Whether you want to make a market test in one typical medium-size TV market—or want to cover over 4,112,558* television homes using eight of the finest TV stations in America—the old Colonel is *your man!*

Those TV set figures above are from the latest compilations available. They show that the eight stations represented by Free & Peters serve 27.5% of all the television *homes in America!* Pretty good, eh?

**As of Dec. 31, 1951. There'll be* more *by the time you read this!*

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MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
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TELECASTING
YEARBOOK 1952

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Analysis of 1951 Television Advertising

U.S. ADVERTISERS spent $217 million on television time in 1951, a whopping gain of nearly 140% over their TV time buying in 1950.

These figures represent receipts from sale of time after deductions for frequency or promotional discounts but before deductions of commissions for agencies or national sales representatives. They do not include the enormous, but immeasurable, amounts spent for television talent and production, which, if added on, would probably make the total TV advertising bill more than double the time sales volume.

The fantastic growth of television in the past three years is shown by the chart on this page. Volume has shot from $27.5 million in 1949 to $90.4 million in 1950 to $217 million in 1951.

Where is the money coming from?

By far the biggest part in 1951 came from network advertisers who spent $101,111,000, a 189.5% increase over network expenditures in 1950.

Next biggest spenders were national and regional spot advertisers who anted up $58.2 million in 1951, 132.6% over 1950 spot levels.

Local advertisers were third, with $57.7 million expenditures, a 90% increase over the year before.

At this stage of TV development the patterns of spending differ sharply from those obtaining in the older, more stable medium—radio. As shown in the 1952 BROADCASTING YEARBOOK, local advertisers are radio's biggest customers, spot buyers are second in volume and network advertisers third.

Most Operations Profit

With the vast increase in total business in 1951, most TV operations were believed to have shown a profit. Although official statistics on this subject are not yet available for 1951, it has been learned by BROADCASTING • TELECASTING that a preliminary screening of financial reports for 1951 at the FCC indicated that very few TV stations lost money.

The 1951 record on profit and loss was a distinct improvement over 1950. That year, when 107 stations were splitting up the total pot of $90.4 million, 53 of them made profits and the other 53 suffered losses.

In 1951, with 108 stations dividing the $217 million business—only two more stations than in 1950—virtually all of them, save a few in the big, multiple-station markets, got into the black.

According to unofficial reports at the FCC, the 1951 record will show that in general the pioneer television stations are making more money than those that got started more recently.

In 1950 eight stations reported profits of $400,000 or more. Indications are that the number of operators in this lush category increased in 1951.

The distribution of advertising in the three major TV business categories—network, spot and local—has varied in the three years that records are available.

From the beginning, network business has been the biggest of the

(Continued on page 10)

EDITOR'S NOTE: Estimated television net time sales for 1951 are based on data gathered in a survey of television stations. The formula for computing totals is the same that has been used by Broadcasting Publications Inc. for many years in estimating radio and television billings. Statistical information was audited by Sinrod & Tash, Washington certified accountants, who delivered to the TELECASTING YEARBOOK editor only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants.

TABLE I

TELEVISION ADVERTISING EXPENDITURES, 1950-1951

Class of Business	*1950*	*% Total*	*1951**	*% Total*
Network	$35,044,000	38.7	$101,111,000	46.5
Spot	25,034,000	27.7	58,234,000	26.9
Local	30,385,000	33.6	57,701,000	26.6
TOTAL	$90,463,000	100.0	$217,046,000	100.0

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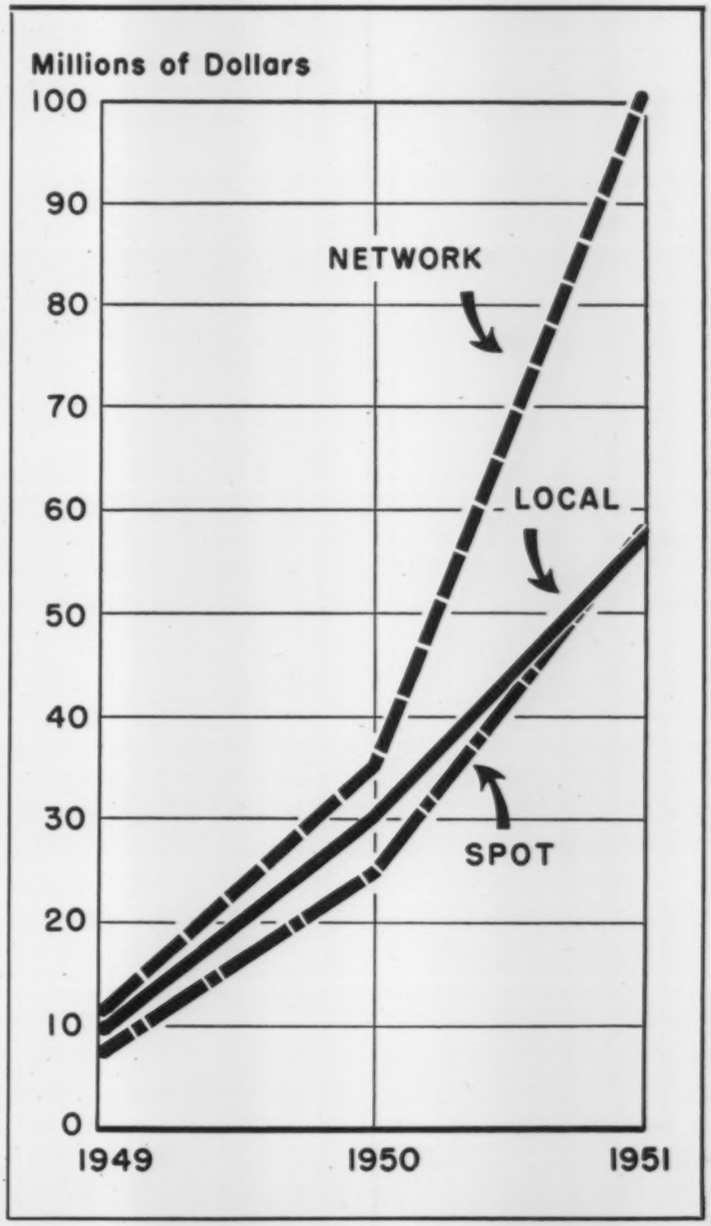
* 1951 figures estimated.

Television Advertising 1949-'51



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TV Analysis

(Continued from page 9)

three, but spot and local have changed places. (See table II.) In 1949 and 1950 local volume was ahead of spot, and not very far behind network. But in 1951 local failed to keep pace with the tremendous upswing in network (which came about because of expanded interconnection facilities plus organization development) or with the advance of spot (which was being pushed aggressively by national sales companies as well as program package firms).

Food, Food Products First

Among network television accounts, advertisers in the food and food products category were by far the heaviest spenders in 1951. A TELECASTING YEARBOOK estimate of gross network billings by product groups (Table III) shows that these clients bought $25.9 million worth of time figured at the gross, one-time rate—to provide 20.2% of all network billings.

Food advertisers were also the biggest network clients in 1950, but not by so wide a margin as in 1951. In 1950 their gross billings were $6.6 million, 16.3% of the total gross.

Second biggest spending category in 1951 was smoking materials—$17.7 million, or 13.9% of the total. These advertisers occupied the same place the year before with $6.2 million in gross billings, 15.4% of the total.

Toiletries and toilet goods advertisers were third in 1951, accounting for $16.5 million, or 12.9%. The year before these advertisers ranked fourth, with $4.18 million, 10.3% of the total.

Soaps, cleansers and polishes were fourth in 1951, with $11.1 million or 8.7% of the total. This was a big increase over the expenditures of this group in 1950 when it accounted for only $863,395, a mere 2.1% of the total.

Automotive, automotive accessories and supplies, which ranked third in 1950 with $5.3 million, fell to fifth place in 1951, with $10.9 million, or 8.6% of the total.

(The 1950 figures for gross billings by product groups do not include billings on the DuMont Television Network by products, but it is not believed their inclusion would change the order of the top five categories as listed above.)

TABLE II

TELEVISION NET TIME SALES—1949-1951

Year	Network	Increase Over Previous Year %	National Non-network	Increase Over Previous Year %	Local	Increase Over Previous Year %	Total	Increase Over Previous Year %
1949	$ 10,795,512	----	$ 7,275,013	—	$ 9,459,608	—	$ 27,530,133	----
1950	35,044,000	224.6	25,034,000	244.1	30,385,000	221.2	90,463,000	228.6
1951*	101,111,000	189.5	58,234,000	132.6	57,701,000	90.0	217,046,000	139.9

*1951 figures estimated

TABLE III

TELEVISION GROSS NETWORK BILLINGS BY PRODUCT GROUPS

	1950* Gross Billings	%** Total	1951 Est. Gross Billings	%** Total
1. Agriculture & Farming	$ 9,908	—	—	—
2. Apparel, Footwear & Accessories	900,925	2.2	3,161,000	2.5
3. Automotive, Automotive Accessories & Supplies	5,325,447	13.1	10,999,000	8.6
4. Beer & Wine	1,600,960	3.9	5,729,000	4.5
5. Building Materials, Equipment & Fixtures	91,290	.2	105,000	—
6. Confectionery & Soft Drinks	1,838,838	4.5	3,316,000	2.6
7. Consumer Services	248,735	.6	405,000	.3
8. Drugs & Remedies	391,815	1.0	2,707,000	2.1
9. Food & Food Products	6,602,029	16.3	25,917,000	20.2
10. Gasoline, Lubricants & Other Fuels	1,515,666	3.7	2,973,000	2.3
11. Horticulture	1,140	—	—	—
12. Household Equipment & Supplies	2,652,697	6.5	8,675,000	6.8
13. Household Furnishings	2,090,020	5.1	3,703,000	2.9
14. Industrial Materials	1,248,810	3.1	2,563,000	2.0
15. Insurance	79,450	.2	389,000	.3
16. Jewelry, Optical Goods & Cameras	492,089	1.2	2,006,000	1.6
17. Office Equipment, Stationery & Writing Supplies	62,825	.2	847,000	.6
18. Political	24,650	—	—	—
19. Publishing & Media	152,401	.4	918,000	.7
20. Radios, TV Sets, Phonographs, Musical Inst. & Access.	3,357,714	8.3	4,514,000	3.5
21. Retail Stores & Direct by Mail	83,575	.2	2,093,000	1.6
22. Smoking Materials	6,250,180	15.4	17,745,000	13.9
23. Soaps, Cleansers & Polishes	863,395	2.1	11,124,000	8.7
24. Sporting Goods & Toys	108,340	.3	—	—
25. Toiletries & Toilet Goods	4,183,194	10.3	16,526,000	12.9
26. Miscellaneous	435,217	1.1	1,574,000	1.2
TOTAL	$40,611,910		$127,989,000	

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* Source: Publishers Information Bureau. Does not include approximately $3.5 million in gross billings of the DuMont Television Network for 1950.

** % will not add to 100 because of rounding.

Average Expenses of Television Stations in the United States

TV STATIONS and networks employ a total of approximately 9,000 persons, with the average station staff comprising 85 persons (as of spring, 1951), according to NARTB's Employe-Employer Relations Dept. Of the 85 persons on the average station, 61 are employed fulltime. Parttime employment is an important factor in the case of program and administrative employes.

The average TV station had broadcast expenses totaling $533,574 in 1950, according to FCC's analysis of 1950 income and expenses. Of this sum, $204,470 consisted of salaries and wages for personnel. In the technical department, $86,778 of the $124,466 expense went into salaries and wages; program department, $65,197 of $213,028; sales, $23,687 of $40,864; general and administrative, $28,808 of $155,216.

A majority of TV stations were operating at a profit in 1951, according to Richard P. Doherty, director of NARTB's Employe-Employer Relations Dept., whereas two-thirds of stations were operating in the red in 1950. In reviewing 1950 data it must be kept in mind that many TV stations were on the air only part of the year.

ITEMIZED BROADCAST EXPENSES OF 4 NETWORKS AND 107 TELEVISION STATIONS

1950
(In thousands)

Type of expense	Network affiliates (2)	Non-network affiliates (3)	Total stations (4)	Networks and their owned and operated stations (5)	Industry total (6)
Number of networks	—	—	—	4	4
Number of stations	87	6	93	14	107
Technical expenses:					
Salaries and wages	$6,675	$1,395	$8,070	$6,813	$14,883
Repairs of technical equipment	2,196	270	2,466	1,516	3,982
Other	818	221	1,039	576	1,615
Total	9,689	1,886	11,575	8,905	20,480
Program expenses:					
Salaries and wages	4,902	1,161	6,063	9,085	15,148
Talent expenses	2,882	1,363	4,245	13,489	17,734
Royalties and license fees relating to program material	1,585	360	1,945	1,577	3,522
Transcriptions and recordings	1,845	122	1,967	837	2,804
Cost of wire services	394	79	473	5,414	5,887
Other expenses directly related to programs	3,673	1,445	5,118	9,624	14,742
Total	15,281	4,530	19,811	40,026	59,837
Selling expenses:					
Salaries, wages, and commissions to staff salesmen	1,794	409	2,203	1,329	3,532
Other expenses directly related to selling	1,355	243	1,598	2,089	3,687
Total	3,149	652	3,801	3,418	7,219
Total technical, program and selling expenses	28,119	7,068	35,187	52,349	87,536
General and administrative expenses:					
Salaries and wages	2,396	283	2,679	1,835	4,514
Professional services, exclusive of salaries	252	54	306	49	355
Insurance expenses	231	36	267	73	340
Experimental and developmental expenses	58	5	63	—	63
Depreciation and amortization of broadcast investments	5,969	1,017	6,986	3,127	10,113
Rent paid for use of broadcast property	671	213	884	2,107	2,991
Taxes (other than Federal income tax)	602	157	759	502	1,261
Losses on notes, accounts and other amounts receivable	56	46	102	—	102
Other	2,095	294	2,389	5,464	7,853
Total general and administrative expenses	12,330	2,105	14,435	13,157	27,592
Total broadcast expenses	$40,449	$9,173	$49,622	$65,506	$115,128

An average increase of 60% in station revenues occurred in 1950 compared to 1949, according to Mr. Doherty. Operating expenses in 1950 varied from 69% of total operating revenue to 329%, with a third of the stations having expenses 50% above revenue.

FCC found in its 1950 analysis that 17.8% of TV station-network expense went into the technical department, 52% to programming, 6.3% to selling and 23.9% to general-administrative.

Tech-Ref

FACTS ABOUT THE TV AUDIENCE

By JAMES W. SEILER
Director
American Research Bureau, Inc.

Television audience research made many significant advances during the year 1951. Samples were enlarged and improved, measurement techniques refined, audience composition reported on a regular basis, and further interesting exploration made into the difficult field of sales effectiveness studies. However, almost anyone familiar with research problems will readily admit that the longest road lies yet ahead.

New Factors

One of the newer factors which promises to become increasingly important in program audience evaluation is the answer to the question "*Who* is viewing my program?" With ratings now available allowing us to estimate the total number of homes tuned to specific programs, information on composition of the audience within each home looms as the next logical step.

With ample proof now available that audience composition figures often completely reverse a rating picture, more and more advertisers are now becoming interested. By judiciously using these figures, they find they can often discover differences of thousands of viewers between identically rated programs and that it is quite practical to beam advertising directly at the family members most desired.

No Set Formula

Unfortunately, no set formula can be evolved for determining audience composition short of actual measurement. Although one might imagine the type of program as the only factor involved, there are actually several important things that decide a program's audience makeup. Here are some of them.

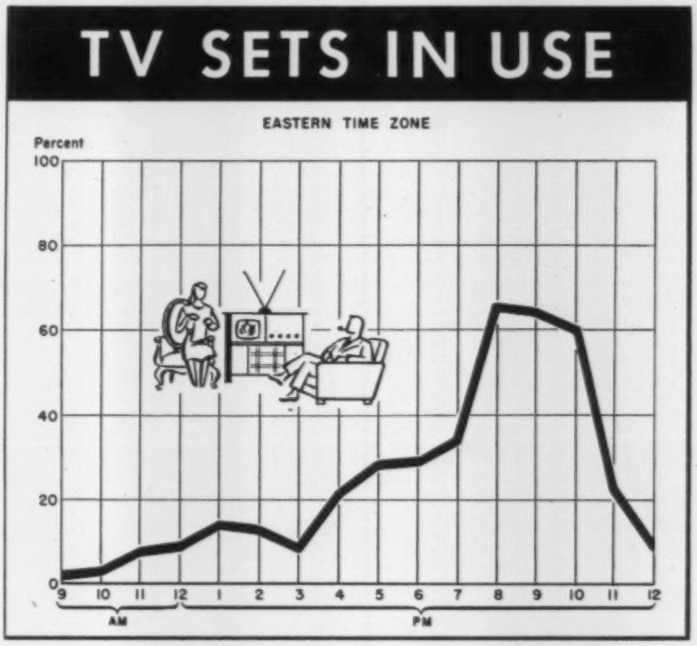
1. The day of the week and hour of the day program is presented
2. The competing programs opposite
3. The season of the year
4. The program itself

How TV Is Used

FALL 1951
MONDAYS THROUGH FRIDAYS

	SETS IN USE Time Zones			All Zones Audience Composition			
	Eastern	Central	Pacific	Men	Women	Children (under 16)	Viewers per Set
9:00	2.1	2.1	0.6	15%	54%	31%	1.8
10:00	3.0	5.3	0.6	16%	51%	33%	1.6
11:00	7.5	7.3	1.0	7%	58%	35%	1.7
12:00	8.6	3.0	3.8	15%	45%	40%	1.9
1:00	14.4	7.4	6.0	19%	55%	26%	1.8
2:00	13.0	6.1	8.3	11%	57%	32%	1.8
3:00	8.8	13.3	7.4	9%	55%	36%	1.9
4:00	21.2	18.1	8.6	13%	42%	45%	2.2
5:00	28.1	21.2	22.0	10%	17%	73%	2.3
6:00	29.1	30.4	28.9	22%	24%	54%	2.4
7:00	34.0	59.8	47.2	31%	33%	36%	2.6
8:00	65.0	65.7	59.0	34%	44%	22%	2.9
9:00	64.1	65.3	57.1	39%	48%	13%	2.6
10:00	60.1	42.9	39.8	44%	48%	8%	2.4
11:00	22.5	15.4	14.2	44%	50%	6%	2.1
12:00	9.3	4.0	2.0	46%	49%	5%	2.0

(From ARB TV-Nationals, 1951)


TV SETS IN USE

Television viewing habits are illustrated by this chart.

As an example, a dramatic program presented at 5:00 or 6:00 P.M. on a weekday may have two to three times the percentage of children in the audience than if the identical program were presented at 9:00 P.M. the same evening. A program presented on Saturday or Sunday evening when visitors and children are more likely to be present may average nearly a full viewer-per-home higher than a similar program on Monday evening. A daytime program may double the number of children watching during the summer vacation period. A boxing match may produce three times as many men as a dramatic show opposite when both reach the same number of homes.

Facts for Advertisers

Naturally, these facts are of the highest importance and demand careful study by the advertiser. Much is yet to be learned about both measurement and analysis in this field, but 1952 should see great progress. Although space does not permit program-by-program listing, the following table based on ARB TV-National data during the fall of 1951 may give a fairly detailed picture of the percentage of television sets in use and the combined audience composition by hours for a typical Monday through Friday week. These figures should, of course, never be applied to Saturday or Sunday because of the great difference on these days in set usage, audience composition, and viewers per set. Also, as might be expected, an audience of 45% children at 4:00 P.M. may actually mean 80% children for some programs and 10% children on competing telecasts. Only by inspection of individual programs do the figures deliver their fullest value.

Total Affiliates Of TV Networks

As of February 1, 1952

	Number of Affiliates	
Network	Inter-connected	Not Inter-connected
ABC-TV	51	12
CBS-TV	51	11
DuMont	52	10
NBC-TV	52	12

SIGNIFICANT DATES IN THE HISTORY OF TELEVISION

1884—Paul Nipkow, of Berlin, invented a scanning disc by means of which he hoped to send pictures over wires; it was later used in television experiments.

1890—C. Francis Jenkins, of Washington, D.C., began a search for new devices needed for success of Nipkow disc.

1915 (May 22) — Gugliemo Marconi, wireless genius, predicted "visible telephony."

1923—A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.

1927 (April 7)—Wire television was demonstrated between Washington and New York, and radio-vision between Whippany, N. J., and New York, by Bell Telephone Laboratories.

1928 (July 12)—Television of outdoor scenes without the use of artificial lights was demonstrated by the Bell Telephone Laboratories.

1929 (June 27)—Television in color demonstrated by Bell Labs. by wire from one end of a room to the other.

1929 (Nov. 18)—Dr. V. K. Zworykin demonstrated his "kinescope" or cathode ray TV receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.

1930 (April 9)—Two-way wire television in which speakers at the ends of a three-mile circuit saw each other as they talked was demonstrated by Bell Telephone Labs.

1930 (May 22)—Dr. E. F. W. Alexanderson demonstrated television on a six-foot screen in Proctor's Theatre, Schenectady, N. Y.

1931 (April 26) — Television station W2XCR went on the air in New York.

1931 (June)—Empire State Bldg., New York, world's tallest building, was selected by RCA as site for a television station using ultra-short waves.

1931 (July 21)—Experimental television station W2XAB opened by Columbia Broadcasting System in New York.

1931 (Sept. 24)—U. A. Sanabria demonstrated television on a 10-foot screen at the Radio-Electrical World's Fair in New York.

1935 (Feb. 1)—Television Committee of British government suggested England establish television as a public service without delay.

1935 (May 7)—Plans to spend $1 million for field television tests were announced by RCA President David Sarnoff; tests to start from Empire State Bldg. early in 1936.

1936 (March 1)—First television wire circuit, called a "see line," links Berlin and Leipzig; images carried over 186-mile wire opened to public view at "looking in" centers in Germany.

1936 (April 24)—Television outdoors demonstrated by RCA at Camden, N. J., using Zworykin iconoscope camera. Broadcast was on 6 meters over a distance of one mile.

1936 (April 30)—New form of electrical "wave guide" transmission of ultra-high frequency radio waves through a coaxial cable reported by Bell Labs. and Massachusetts Institute of Technology, opening new prospects for network television.

1936 (June 4)—Public television demonstrations started in Los Angeles by Don Lee Broadcasting System. TV system was developed by Harry R. Lubcke, director of television; it utilized 300-line images framed 24 times per second.

1936 (June 15-23)—FCC holds hearings on uses of short and ultra-short waves for television.

1936 (June 29)—RCA starts field tests of television from Empire State Bldg. Details of RCA system kept secret.

1936 (Aug. 11)—Philco Radio & Television Corp. demonstrates its TV system in Philadelphia, transmitting live subjects and films over seven-mile span, with 345-line pictures framed 30 times per second interlaced to produce 60 framings per second; picture 9½ x 7½ inches in dimension.

1936 (Nov. 2) — Television broadcasts started in London on daily except Sunday schedule, 9-10 a.m. and 3-4 p.m., with E.M.I. and Baird systems alternating.

1936 (Nov. 9)—RCA TV system, broadcasting from Empire State Bldg., revealed to be 343-line framed 30 times per second and interlaced to produce 60 framings per second. Images shown on 12 and 9 inch kinescope tubes.

1936 (Dec. 1)—AT&T coaxial cable between New York and Philadelphia was field tested with success.

1937 (Jan.)—RCA and NBC engineers began tests of 441-line television system.

1937 (Feb. 11) — Philco demonstrated 441-line system.

1937 (May 12)—Television projected to motion picture screen size (8 x 10 feet) demonstrated to Institute of Radio Engineers by RCA's Zworykin and R. R. Law.

1937 (Oct.)—RCA and NBC ordered mobile television vans. Two of them delivered in December.

1937 (Oct. 18)—FCC set aside bands in ultra-high frequencies for television.

1938 (Oct. 20) — David Sarnoff announced RCA would make TV public, put TV sets on public sale at time of New York World's Fair starting April 30, 1939. RCA made transmitters available for sale.

1939 (April 30)—RCA made good its promise.

1939 (May 22)—FCC Television Committee issues proposed TV allocations plan by size of cities.

1940 (Feb. 28)—FCC approved limited commercial television as of Sept. 1.

1940 (May 27)—FCC by unanimous vote scrapped order of Feb. 28, relegated television back to experimental status.

1940 (Aug. 29) — CBS announced Dr. Peter C. Goldmark had developed a color television system.

1941 (May 2) — FCC authorized full commercial television as of July 1.

1941 (June 27)—NBC issued first television station rate card. Bulova, Lever Bros, Sun Oil and Procter & Gamble first TV sponsors on WNBT (TV) New York.

1942 (Feb. 24)—FCC and War Production Board jointly issued freeze orders ruling out new construction, except when certified by the military, for the duration of World War II. This stopped TV expansion.

1944 (Jan. 17)—Television Broadcasters Assn. Inc. formed to encourage development of TV, with Allen B. DuMont as first president.

1944 (March 13)—AT&T announced a post-war five-year plan entailing $100 million construction cost to install 7,000 miles of coaxial cable for TV networking.

1944 (Dec. 18)—Television Broadcasters Assn. Inc. held first convention in New York, with attendance of 750.

1945 (Jan. 16)—FCC announced proposal to assign TV to VHF and UHF areas of spectrum.

1945 (Feb. 11)—James C. Petrillo, AFM president, ordered stoppage of all TV musical programs pending outcome of his study of musicians' place in TV.

1945 (April 17)—Philco Corp. dedicated multi-relay network for TV between Washington and Philadelphia.

1945 (June 25)—FCC assigns TV to 44-88 mc band for immediate use.

1945 (Aug. 6)—Westinghouse unveiled "stratovision," a plan to relay TV by airborne transmitters.

1945 (Sept. 24)—FCC issued rules and regulations and standards of good engineering practice for commercial TV stations.

1945 (Oct. 12)—CBS Executive Vice President Paul Kesten told the FCC that a color TV system to operate in the high band had been perfected.

1945 (Nov. 21)—FCC adopted new TV allocation plan giving New York, Chicago and Los Angeles seven channels each and assigning channels to 33 other cities.

1946 (Feb. 4)—CBS started demonstrating its color system, broadcasting from Chrysler Bldg. to CBS headquarters in New York, distance of half mile.

1946 (Feb. 12)—First New York-Washington coaxial cable telecast was made under sponsorship of NBC.

1946 (April 19)—CBS UHF color TV was transmitted successfully over coaxial cable from New York to Washington and back.

1946 (June 22)—TV broadcast of Joe Louis-Billy Conn heavyweight championship fight in New York, under sponsorship of Gillette Safety Razor Co., drew estimated audience of 100,000.

1946 (Sept. 27)—CBS petitioned the FCC to adopt color TV standards.

1946 (Oct. 30)—RCA demonstrated for the first time its all-electronic color TV system.

1947 (Jan. 27)—FCC saw competing CBS and RCA color TV systems in opening of hearings in New York.

1947 (March 26)—DuMont Laboratories announced new low-cost TV station which it expected to market for under $90,000.

1947 (Oct. 5)—President Truman appeared in the first telecast from the White House.

1947 (Nov. 13)—Boston-Washington coaxial cable was opened by AT&T.

1947 (Dec. 15)—Associated Press started a daily television newsreel service.

1948 (Jan. 1)—Year begins with 17 TV stations on air, 55 construction permits issued and 66 applications pending.

1948 (March 1)—AT&T announced it would provide Atlantic-to-Mississippi network TV service by end of 1948.

1948 (March 22)—First network affiliation contract was signed by NBC and KSTP-TV, effective March 17.

1948 (May 3) — Six-month agreement establishing wage scales for musicians in TV reached by AFM and television networks.

1948 (May 17)—118,000 television sets were produced in first quarter of 1948.

1948 (June 7)—ABC issued first TV network rate card covering 10 affiliated stations.

1948 (June 14)—Texas Co. started full hour variety series, *Texaco Star Theatre*, on NBC-TV, starring Milton Berle.

1948 (Sept. 27) — TV set ownership reached the half million mark.

1948 (Sept. 30)—FCC imposed a freeze on TV licensing and hearing functions pending further study of allocations problems.

1948 (Nov. 2-3)—TV's big story was its coverage of Presidential election Nov. 2. *Life* magazine sponsored coverage on NBC-TV, Kaiser-Frazier on ABC-TV, Nash motors on CBS-TV, and DuMont set new record of continuous TV operation with a 21-hour, 34-minute stretch of election coverage in cooperation with *Newsweek* magazine.

1948 (Dec. 6)—The Texas Co. sponsored ABC-TV telecast of *Otello* performed by Metropolitan Opera.

1949 (May 5)—FCC Chairman Wayne Coy told Ohio State Institute for Education by Radio that television would reach dominance over radio in 1954.

1949 (July 15)—FCC announced proposed new UHF-VHF TV allocations.

1949 (Oct. 5)—49 TV stations telecast 1949 World Series.

1949 (Nov. 16)—Television Authority, all-inclusive TV talent union, was formed.

1949 (Dec. 26)—Year-end survey shows 3,376,625 TV sets in use.

1950 (Jan. 20) — Radio Mfrs. Assn. created National Television System Committee, headed by Dr. W. R. G. Baker, General Electric Co.

1950 (Jan. 23)—Television time sales in 1949 were $24.7 million, according to BROADCASTING-TELECASTING estimate.

1950 (Feb. 9)—FCC approved Zenith Radio Corp.'s request for public Phonevision tests in Chicago.

1950 (Feb. 23)—Side-by-side demonstration of color TV systems of CBS, RCA and Color Television Inc. was held for FCC.

1950 (Aug. 19)—Gillette Safety Razor Co. paid $800,000 for TV rights to World Series.

1950 (Sept. 1)—FCC issued color TV report, favoring CBS system but proposing to delay decision pending study of new developments if manufacturers will build "bracket sets" in meantime.

1950 (Oct. 16)—Second major phase of FCC'S TV proceedings—general allocation questions—got under way.

IMPORTANT STORIES IN TELEVISION DURING 1951

As Reported in BROADCASTING • TELECASTING

Jan. 1—FCC announces new antenna construction and marking rules to be effective Feb. 15, to reduce alleged hazards to air traffic.

Jan. 1—Gillette Safety Razor Co. buys TV rights to World Series and annual All-Star baseball games for next six years for $6 million.

Jan. 1—B•T estimates TV set circulation at 9,832,000.

Jan. 1—Phonevision 90-day test begins, making feature films available to special group of homes.

Jan. 12—James H. S. Ellis, president of Kudner Agency, charges that TV is "getting too rich for the average advertiser's purse," as inter-network bidding for talent pushes up costs.

Jan. 15—FCC orders all stations to fill out detailed questionnaire on horse race information they broadcast.

Jan. 15—United Television Programs Inc., TV film program distributing service, formed by Edward Petry & Co., Standard Radio Transcription Services Inc. and Century Artists.

Jan. 19—TV licensees, meeting in Chicago, vote to form autonomous television trade association operating under aegis of NAB.

Jan. 22—BROADCASTING-TELECASTING YEARBOOK estimates total 1950 television time sales were $83.8 million, compared with $27.5 million in 1949.

Jan. 22—Musicians union presents demands to key stations of TV networks, including ban against recorded music between 8 a.m. and midnight, 50% pay increase.

Jan. 22—William S. Paley, CBS board chairman, named chairman of government Materials Policy Commission.

Jan. 24—TV Networks sign first labor agreement with Television Authority, covering performers in live shows.

Jan. 29—Volume of daytime sponsored programs on TV networks in January, 1951, is 10 times that of January, 1950—41 advertisers sponsoring 27¾ hours a week, and eight using 13 participations.

Feb. 5—NAB structure overhauled to accommodate TV. Organization becomes National Assn. of Radio and Television Broadcasters, names Justin Miller chairman of combined board composed of autonomous 25-man radio and 13-man TV boards, paves way for full TV participation.

Feb. 16—Glen McDaniel, vice president of RCA, elected president of Radio-Television Mfrs. Assn.

Feb. 26—Ford Motor Co. first among TV network advertisers in 1950, spending $1.8 million; R. J. Reynolds second with $1.6 million; P. Lorillard third with $1.4 million, according to B•T analysis of Publishers Information Bureau reports.

March 5—NBC's gross income in 1950 was $92 million, 27% bigger than year before, the increase entirely due to TV.

March 10—Two of three Alfred I. duPont Memorial Awards for 1950 go to TV — to NBC-TV's John Cameron Swayze and to WFIL-TV Philadelphia.

March 19-22—Kefauver Crime Committee hearing telecasts become national phenomenon. Although committee had been on TV before in other cities, its New York sessions, televised on networks, reached record audiences. Special Hooper survey in New York shows crime hearings had as much as 100% of total audience.

March 22—FCC issues proposed TV allocations plan to distribute nearly 2,000 VHF and UHF TV stations to about 1,200 communities. Included are reservations of 10% of all stations for non-commercial, educational broadcasting.

March 26—CBS gross TV network billings in 1950 were $13 million, up 271% over 1949, according to CBS annual report.

April 2—FCC summary shows total TV revenue in 1950 was $105.8 million, triple that of 1949, and that half the TV stations were in the black at end of year.

April 19—One-day TV business session at annual NARTB convention at Chicago's Stevens Hotel agrees to hold program standards conference in May or June after Robert D. Swezey, chairman of special committee, explains urgency of industry's adopting standards before government moves in.

May 22—President Truman reappoints Wayne Coy to seven-year term on FCC.

May 23—ABC and United Paramount Theatres enter merger agreement, subject to FCC approval, in $25 million deal. As part of transaction, CBS would acquire UPT's WBKB (TV) Chicago for $6 million.

May 28—U.S. Supreme Court upholds FCC adoption of CBS color TV system. CBS will begin color casting by end of June. RCA says it will go ahead with public demonstrations of its "improved, compatible, all-electronic system."

May 31—Sen. William Benton introduces bill to set up National Citizens Advisory Board for Radio and Television, to "advise" FCC on program standards.

June 10—U.S. Census Bureau reports that at time census was taken, 14 months before, there were 5,120,000 television homes. B•T estimates of June 11 place TV set circulation at 12,263,000.

June 11—President Truman nominates FCC Comr. Frieda B. Hennock to New York federal judgeship.

June 15—Joe Louis-Lee Savold fight shown by closed circuit telecast in nine theatres to sell-out crowds. Theatre interests exuberant over potential of future theatre telecasts.

June 18—NBC's second Hofstra study finds TV owners spend more time with TV than with all other media combined, that on the average there are 37% more customers for packaged goods advertised on TV among TV viewers than among non-viewers.

June 22—ABC reorganized into four divisions — ABC Television Network, ABC Radio Network, ABC Owned Television Stations and ABC Owned Radio Stations.

June 22—NBC announces new code of television and radio broadcast standards, specifying, among other things, limits on commercial messages.

June 25—First commercial color telecast by CBS-TV. An hour's show with 16 sponsors participating.

July 1—Tenth anniversary of commercial telecasting. Bulova Watch Co., Sun Oil Co., Lever Bros. and Procter & Gamble were first four advertisers on WNBT (TV) New York July 1, 1941.

July 9—RCA demonstrates its compatible color TV system.

July 12—ABC-United Paramount Theatres merger approval asked of FCC.

July 16—CBS reorganized into six divisions, with presidents heading each: CBS Television Division, J. L. Van Volkenburg; CBS Laboratories Division, Adrian Murphy; CBS Radio Division, Howard S. Meighan; CBS-Columbia Inc., David H. Cogan; Columbia Records Inc., James B. Conkling; Hytron Radio & Electronics Corp., Bruce A. Coffin.

July 18—Eight TV set manufacturers share sponsorship of network telecast of Ezzard Charles-Joe Walcott championship fight to keep it out of theatres.

July 18—All-Industry TV Per Program Committee petitions New York federal court to fix reasonable terms for ASCAP station and network licenses.

Aug. 2—FCC grants visual power increases to 14 TV stations.

Aug. 6—Ford Foundation creates Television-Radio Workshop, financed by $1.2 million grant, to produce cultural-educational programs for broadcast on commercial stations.

Aug. 27—FCC sets ABC-United Paramount Theatres merger application for consolidated hearing with Paramount Pictures-DuMont license renewals, apparently intending to explore whole question of movie interests in telecasting.

Sept. 4—First coast-to-coast live television broadcast. President Truman is telecast addressing Japanese peace treaty conference in San Francisco.

Sept. 17—B•T TRENDS survey reports business volume on TV stations will be 39% bigger in fall of 1951 than fall of 1950.

Sept. 19—New tri-color TV tube, invented by atomic physicist Dr. Ernest O. Lawrence, demonstrated at "private showing" by Chromatic Television Labs., subsidiary of Paramount Pictures Corp. On strength of favorable report by *New York Times* reporter who attended showing, Paramount stock jumps $6 in day.

Sept. 24—New Jersey Superior Court issues precedent-setting opinion that Bill of Rights protection of freedom of speech and press applies to broadcasting.

Sept. 30—WLTV (TV) Atlanta goes on air as 108th U.S. television station.

Oct. 8—U.S. Dept. of Commerce reports average income of radio-TV employes is highest in all U.S. industry.

Oct. 15—Radio-TV properties of General Tire & Rubber Co. and R. H. Macy & Co. will merge. TV properties: WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles. Radio properties: WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KFRC San Francisco and KGB San Diego.

Oct. 19—At request of Defense Mobilizer Wilson, CBS suspends TV color broadcasting and manufacturing "for the duration of the emergency."

Oct. 19—62 of 70 NARTB member TV stations endorse in principle stringent code of standards that includes penalties for violators.

Oct. 25—Defense Mobilizer Wilson gets agreement from all manufacturers to quit color TV production although they will proceed with color research.

Oct. 31—After Senate Judiciary Committee pigeonholes her nomination as federal judge, FCC Comr. Frieda B. Hennock announces she will stay on FCC, declines offer of interim appointment by President.

Nov. 15—NBC marks 25th anniversary.

Dec. 3—Third annual TV baseball survey by Jerry Jordan shows nine big league clubs that televised all home games or all day games in 1951 had increased gates. The seven clubs that curtailed or eliminated TV lost attendance.

Dec. 6—NARTB TV board adopts TV code, including TV Seal of Approval which will be denied to violators.

Dec. 17—NARTB says the construction costs of UHF stations will range from $230,000 to $500,000, somewhat higher than costs of building VHF.

Dec. 24—A B•T special year-end survey finds television business prospects for 1952 are almost fantastically rosy. TV stations expect total billing to be 53% bigger in first quarter of 1952 than in first quarter of 1951.

Dec. 31—NBC-TV announces net network rates of $29,865 per evening half-hour. It's a 9% increase as compared with 1951 rate, but network says cost-per-thousand will be down to $1.71 when rates become fully effective July 1, 1952. Rate increases by other TV networks expected.

Dec. 31—There were 14,964,000 TV sets in use in the U. S. at the end of the year, according to the weekly B•T computation.

Sell three big TV markets as

WLW

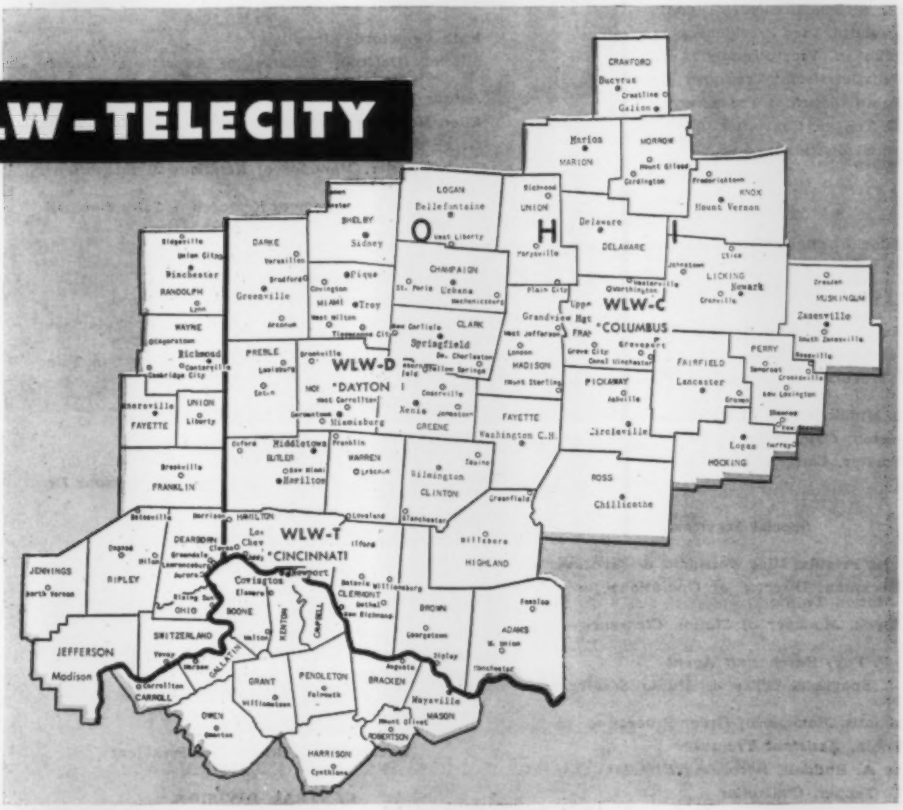
one with WLW-Television

With interconnected stations in Cincinnati, Dayton and Columbus, WLW-Television wraps these important TV areas into one market – WLW-Telecity – biggest between Chicago and Philadelphia.

In this TV saturated market WLW-Television has one of the lowest cost-per-thousand sets anywhere. And the three WLW-Television stations consistently attract a much larger share of audience in this three-in-one market than do its leading competitors.

Tremendous technical facilities, large talent staff and superior know-how of WLW-Television combine to produce top-talent, low-budget shows that reach this big market most effectively.

THIS IS WLW-TELECITY



MARKET DATA

Population
4,089,400
•
Families
1,211,200
•
Effective Buying Income
$5,533,862,000
•
Food Store Sales
$854,858,000
•
Drug Store Sales
$93,032,000

TELEVISION

WLW-T CINCINNATI **WLW-D** DAYTON **WLW-C** COLUMBUS

TV SERVICE OF WLW
THE NATION'S STATION

AMERICAN BROADCASTING COMPANY INC.: EXECUTIVES

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
For Executives of Radio Division, see Broadcasting Yearbook

BOARD OF DIRECTORS

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Earl E. Anderson
Alger B. Chapman
Robert H. Hinckley
Robert E. Kintner
C. Nicholas Priaulx
Franklin S. Wood
Owen D. Young

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Charles Ayres, *Vice President*
James Connolly, *Vice President*
Gayle Grubb, *Vice President*
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Ernest L. Jahncke, *Vice President*
John B. Lanigan, *Vice President*
Frank Marx, *Vice President*
Harold L. Morgan, *Vice President*
C. Nicholas Priaulx, *Vice President & Treasurer*
Leonard Reeg, *Vice President*
Alexander Stronach, *Vice President*
Thomas Velotta, *Vice President*
Paul Whiteman, *Vice President*
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Aaron Rubin, *Assistant Treasurer*
Walter C. Tepper, *Controller*
Geraldine B. Zorbaugh, *Acting General Attorney & Secretary*

TELEVISION

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John Preston, *Chief Allocations Engineer*
Merle Worster, *Eastern Television Operations Manager*

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Donald Buck, *Manager of Station Clearance—Television*
Thomas F. Foy, *Purchasing Agent*
Joseph J. Spagnola, *Office & Studio Services Director*
Alice Stamatis, *Manager of Order Processing*
Aaron Rubin, *Assistant Treasurer*
Lawrence A. Ruddell, *Recording Director*
Walter C. Tepper, *Controller*
Drew Van Dam, *Director of Personnel*
Reginald Willcocks, *Traffic Manager*

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Max Lerner, *Attorney*

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John Madigan, *Director of News & Special Events—Television*
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Harry Wismer, *Sports Division*

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Charles Holden, *Ass't National Director of Television Program Production*
Ward Byron, *Executive Producer*
Nat Fowler, *Film Director*
Henry Hede, *Business Manager*
Anthony Henning, *Production Manager*
Robert Holland, *Manager of Film Service*
Harold Hough, *Program Director—WJZ-TV*
Ruth Kiersted, *Operations Manager*
James McNaughton, *Art Director*
Paul Mowrey, *National Director of Television*
Charles Underhill, *National Director of the Television Program Department*
Mort Weinbach, *National Director of Television Operations*
Bertha Williams, *Broadcast Co-ordinator*

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Mary Ahern, *Executive Producer of Public Affairs Dept.*
Ruth Crawford, *Librarian*
Mitchell DeGroot, *Manager of Advertising & Promotion*
Arthur B. Donegan, *Director of Publicity*
Ellen Heagerty, *Supervisor of Audience Information*
Grace Johnsen, *Director of Continuity Acceptance*
Ruth Trexler, *Manager of Religious & Educational Activities*
Oliver Treyz, *Director of Research & Sales Development*

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Edwin Friendly, *National Director of Television Sales*
Thomas P. Robinson, *Business Manager for Television Network Sales*

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Reginald Rawls, *Manager of Television Stations Department*
Trevor Adams, *Manager WJZ—Television*
Don L. Kearney, *Manager of Spot Sales*
Bernard Paulson, *Operations Manager WJZ—Television*
Henry Worthington, *Manager of Co-operative Program Sales—Television*
Mary Connell, *Local & Spot Sales Service Manager—Television*

WASHINGTON, D. C.

1703 K Street

Robert H. Hinckley, *Vice President*

CENTRAL DIVISION

WENR-TV
20 North Wacker Drive
Chicago 6, Illinois

John H. Norton, *Vice President*

Robert L. Anderson, *Research Supervisor*
Kenneth Christiansen, *Manager of Traffic & Communications*
Francis J. Coveney, *Auditor*
Francis Dixon, *Program Booking & Operations Supervisor*
Walter L. Emerson, *Legal Counsel*
Monte Fassnacht, *Manager of Television Program Department*
John Fitzpatrick, *Television Production Manager*
Elliott Henry, Jr., *Publicity Manager*
E. C. Horstman, *Engineering Manager*
Dean Linger, *Manager of Sales Promotion*
Jack McCord, *Television Program Business Manager*
Roy McLaughlin, *Television National Spot & Local Sales Manager*
Francis McNulty, *Music Rights Supervisor*
John J. Manley, *Manager of Office & Studio Services*
Cornelius O'Dea, *News Supervisor*
James S. Pollak, *Director of Television Programming*
Patric Rastall, *Sales Service Manager*
Robert M. Savage, *Continuity Supervisor*
James L. Stirton, *Director of Television Network for Central Division*
Floyd Timberlake, *Television Engineering Operations Supervisor*
Gerald R. Vernon, *Manager of Television Sales*

WESTERN DIVISION

Hollywood

KECA-TV

ABC Television Center
Hollywood 27, California

William Phillipson, *Director of Western Division*

Cecil W. Barker, *Television Program Production Director of Western Division and KECA-TV*
Dorothy Brown, *Continuity Acceptance Editor, Western Division*
Philip G. Caldwell, *Western Division Manager of Technical Operations*
Dresser M. Dahlstead, *Program Manager, Western Division*
Ernest Felix, *Assistant Treasurer and Office Manager*
Paul Gates, *Evening Program Manager*
John S. Hansen, *Sales Promotion Manager*
Philip Hoffman, *Manager of KECA-TV*
Edward B. Hullinger, *Manager, Stations Relations, Western Division*
Francis D. La Tourette, *Western Division News Editor*
Robert Laws, *Western Division Television Sales Manager & Sales Manager of KECA-TV*
Adolph Lefler, *Sales Service Manager*
Walter W. Lonner, *General Traffic Supervisor*
Cameron G. Pierce, *Television Engineering Operations Supervisor*
Darrell Ross, *Production Manager—KECA-TV*
Victor Rowland, *Manager Hollywood Publicity Department*
Florence Shiro, *Personnel Director*
Donn B. Tatum, *Director of Television, Western Division*
John Wagner, *Controller, Western Division*

SAN FRANCISCO

KGO-TV

Taylor & O'Farrell Streets
San Francisco 2, California

Gayle Grubb, *Vice President—KGO & KGO-TV*

A. E. Evans, *Engineering Manager*
Gladys Ferguson, *Television Sales Service Manager*
Vincent Francis, *Television Sales Manager*
Gordon Grannis, *Promotion & Publicity Manager*
Edith Kirby, *Traffic Manager*
Dexter Nichols, *Continuity Acceptance Editor*
Victor Reed, *News Editor*
Kenneth Stedman, *Auditor*
Bloyce Wright, *Television Program Manager*

American Bakeries
Anthracite Institute
Arrow Shirts
Arthur Murray
Bendix
Bristol-Myers
Brown Shoe
Canada Dry
Carter Products
Celanese
Chuckles
Clorox
Cory
Crosley
Frigidaire
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Dr. Billy Graham
Green Giant
Hazel Bishop
Hollywood Candy
Ironrite Ironers
Jacques Kreisler
Kaiser-Frazer
Kellogg
Lucky Strike
M&M Candy
Masland Carpets
McKesson & Robbins
Minute Maid
Mogen David Wine
Nash-Kelvinator
Old Gold
Peters Shoe
Procter & Gamble
Prom & White Rain
Ralston-Purina
Ranger Joe
Seiberling Tires
Sterling Drug
C. A. Swanson
Sundial Shoe
Voice of Prophecy
Word of Life Fellowship
Warner-Hudnut
Young People's Church of the Air

America is
SOLD
on ABC
DESSERTS
BLADES
BEER
CEREAL
HOUSE CLEANSER
CIGARETTES
SODA
SOAP
TOOTH PASTE

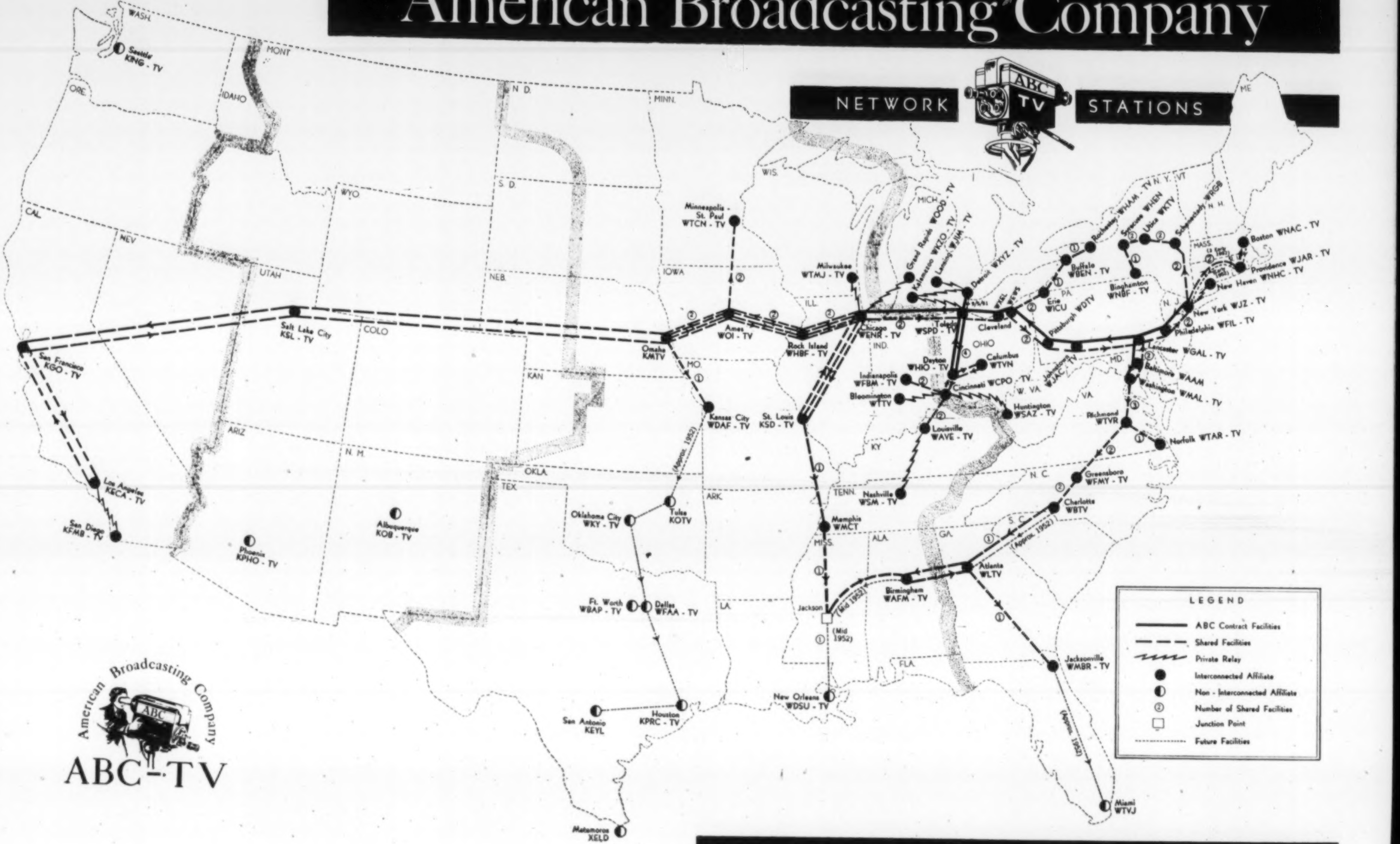
A network is known by the company it keeps . . . and today most of the leading names in American industry send their goods to market via ABC Television. One reason these advertisers choose ABC Television is because it is the only network that owns and operates television stations in five of the nation's seven top retail markets. Also, because ABC has gigantic production facilities that no other network can match—Television Centers in both New York and Hollywood.

ABC **TELEVISION**
American Broadcasting Company

DETROIT PUBLIC LIBRARY

American Broadcasting Company

NETWORK ABC TV STATIONS


WASH.
Seattle KING - TV
ORE.
IDAHO
MONT.
N. D.
MINN.
S. D.
WYO.
NEB.
IOWA
CAL.
NEV.
UTAH
COLO.
KAN.
MO.
ARIZ.
N. M.
OKLA.
TEX.
ARK.
LA.
MISS.
ALA.
GA.
FLA.
TENN.
KY.
ILL.
IND.
OHIO
WIS.
MICH.
PA.
N. Y.
VT.
N. H.
ME.
MASS.
N. J.
MD.
W. VA.
VA.
N. C.
S. C.
San Francisco KGO - TV
Los Angeles KECA - TV
San Diego KFMB - TV
Salt Lake City KSL - TV
Phoenix KPHO - TV
Albuquerque KOB - TV
Omaha KMTV
Minneapolis - St. Paul WTCN - TV
Ames WOI - TV
Rock Island WHBF - TV
Kansas City WDAF - TV
(Approx. 1952)
Tulsa KOTV
Oklahoma City WKY - TV
Ft. Worth WBAP - TV
Dallas WFAA - TV
Houston KPRC - TV
San Antonio KEYL
Matamoros XELD
St. Louis KSD - TV
Memphis WMCT
Jackson
(Mid 1952)
New Orleans WDSU - TV
Milwaukee WTMJ - TV
Chicago WENR - TV
Grand Rapids WOOD - TV
Kalamazoo WKZO - TV
Lansing WJIM - TV
Detroit WXYZ - TV
Toledo WSPD - TV
Cleveland WXEL WEWS
Columbus WTVN
Dayton WHIO - TV
Cincinnati WCPO - TV
Indianapolis WFBM - TV
Bloomington WTTV
Louisville WAVE - TV
Nashville WSM - TV
Huntington WSAZ - TV
Erie WICU
Buffalo WBEN - TV
Rochester WHAM - TV
Syracuse WHEN
Utica WKTV
Schenectady WRGB
Binghamton WNBF - TV
Pittsburgh WDTV
Johnstown WJAC - TV
Boston WNAC - TV
Providence WJAR - TV
New Haven WNHC - TV
New York WJZ - TV
Philadelphia WFIL - TV
Lancaster WGAL - TV
Baltimore WAAM
Washington WMAL - TV
Richmond WTVR
Norfolk WTAR - TV
Greensboro WFMY - TV
Charlotte WBTV
(Approx. 1952)
Atlanta WLTV
Birmingham WAFM - TV
(Mid 1952)
Jacksonville WMBR - TV
(Approx. 1952)
Miami WTVJ
LEGEND
ABC Contract Facilities
Shared Facilities
Private Relay
Interconnected Affiliate
Non - Interconnected Affiliate
Number of Shared Facilities
Junction Point
Future Facilities
American Broadcasting Company
ABC-TV

ABC RESEARCH DEPARTMENT — JANUARY 1, 1952

COLUMBIA BROADCASTING SYSTEM, TELEVISION DIVISION

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 5-2000

For executives of parent company, Columbia Broadcasting System Inc., see page 44. For executives Radio Division, see Broadcasting Yearbook.

OFFICERS

J. L. Van Volkenburg, *President*

Fred M. Thrower, *Vice President In Charge of Network Sales*

Hubbell Robinson, Jr., *Vice President In Charge of Network Programs*

Harry S. Ackerman, *Vice President In Charge of Network Programs, Hollywood*

H. Leslie Atlass, *Vice President In Charge of Central Division*

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William B. Lodge, *Vice President In Charge of General Engineering*

Charles L. Glett, *Vice President In Charge of Network Services, Hollywood*

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T. D. Connolly, *Program Sales Manager*

Lorin S. Myers, *Sales Research Counsel*

Robert F. Jamieson, *Sales Service Manager*

George A. Kolpin, *Contract Manager*

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Harry G. Ommerle, *Program Director*

Henry S. White, *Business Manager*

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Donald Davis, *Executive Producer, Drama Programs*

Mario Lewis, *Executive Producer, Music and Variety Programs*

James C. Shattuck, *Director of Editing*

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David F. Kees, *Director of Special Events*

William A. Wood, *Director of News and Public Affairs, Washington*

Judson Bailey, *Director of Sports*

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Henry Grossman, *Assistant to Vice President In Charge of Operations*

E. Carlton Winckler, *Manager of Production*

Gilbert DeStefano, *Manager of Stage Lighting*

Don Darcy, *Manager of Production Specialists*

Anthony Boschetti, *Manager of Procurement*

Richard Hopkins, *Manager of Scenic Design and Construction*

H. C. Meier, *Manager of Network Operations*

H. Grant Theis, *Manager of Film Service Operations*

Walter R. Pierson, *Manager of Theatre and Stage Operations*

Paul Wittlig, *New Effects Development*

James Conners, *Manager of Cost Control*

R. G. Thompson, *Manager of Technical Operations*

R. J. Young, *Manager of Building Construction*

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I. S. Becker, *Vice President In Charge of Business Affairs*

Merritt H. Coleman, *Director of Business Affairs*

Martin N. Leeds, *Director of Business Affairs, Hollywood*

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Fritz Snyder, *Director of Station Relations*

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John P. Cowden, *Operations Director*

Carroll Whedon, *Copy Chief*

Alex Kennedy, *Director of Program Promotion*

Fred Kramer, *Director of Program Promotion, Hollywood*

Gordon Hellmann, *Director of Presentations*

David Luhmann, *Director of CBS Owned Station Promotion Services*

Edward Side, *Production Manager*

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PRESS INFORMATION

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Robert Meyer, *Director, Hollywood*

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Oscar Katz, *Director*

Philip Eisenberg, *Director of Coverage and General Surveys*

Rose Marie O'Reilly, *Director of Ratings*

Tore Hallonquist, *Director of Program Analysis*

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A. B. Chamberlain, *Chief Engineer*

H. A. Chinn, *Chief Audio-Video Engineering*

J. W. Wright, *Chief Radio Frequency Engineering*

LEGAL

W. Spencer Harrison, *Senior Attorney*

ACCOUNTING

Norman C. Hadley, *Comptroller*

NETWORK SERVICES, HOLLYWOOD

Charles L. Glett, *Vice President In Charge of Network Services, Hollywood*

Austin E. Joscelyn, *Director of Operations, Hollywood*

CBS, INC., BROADCAST SERVICE DEPARTMENTS

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James Swenson, *Manager, Building Operations*

Jack Page, *Assistant Manager, Building Operations*

Laurette Banks, *Supervisor, Ticket Bureau*

General Purchasing

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Edward Drewes, *Purchasing Agent*

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Harriet Hess, *Supervisor, Program Typing*

Emily Schiener, *Supervisor, Ediphone*

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Charles Burt, *Personnel Administrator*

Dr. Jack Nelson, *Director, Medical Office*

John Anderson, *Labor Research Manager*

Richard Stanley, *Employment Manager*

Photography

Walter I. Seigal, *Manager*

Reference

William C. Ackerman, *Director*

May Dowell, *Manager, General Information*

Agnes Law, *Librarian*

CBS TELEVISION SPOT SALES

Thomas H. Dawson, *Director of CBS Television Spot Sales*

Sam Cook Digges, *Eastern Sales Manager*

MacLean Chandler, *Western Sales Manager*

Ben Margolis, *Business Manager*

CBS TELEVISION FILM SALES

Fred Mahlstedt, *Director*

CBS OWNED STATIONS

WCBS-TV, 485 Madison Avenue, New York 22, New York

Craig Lawrence, *General Manager*

George R. Dunham, *Sales Manager*

Richard K. Doan, *Program Manager*

Robert Patt, *Promotion Manager*

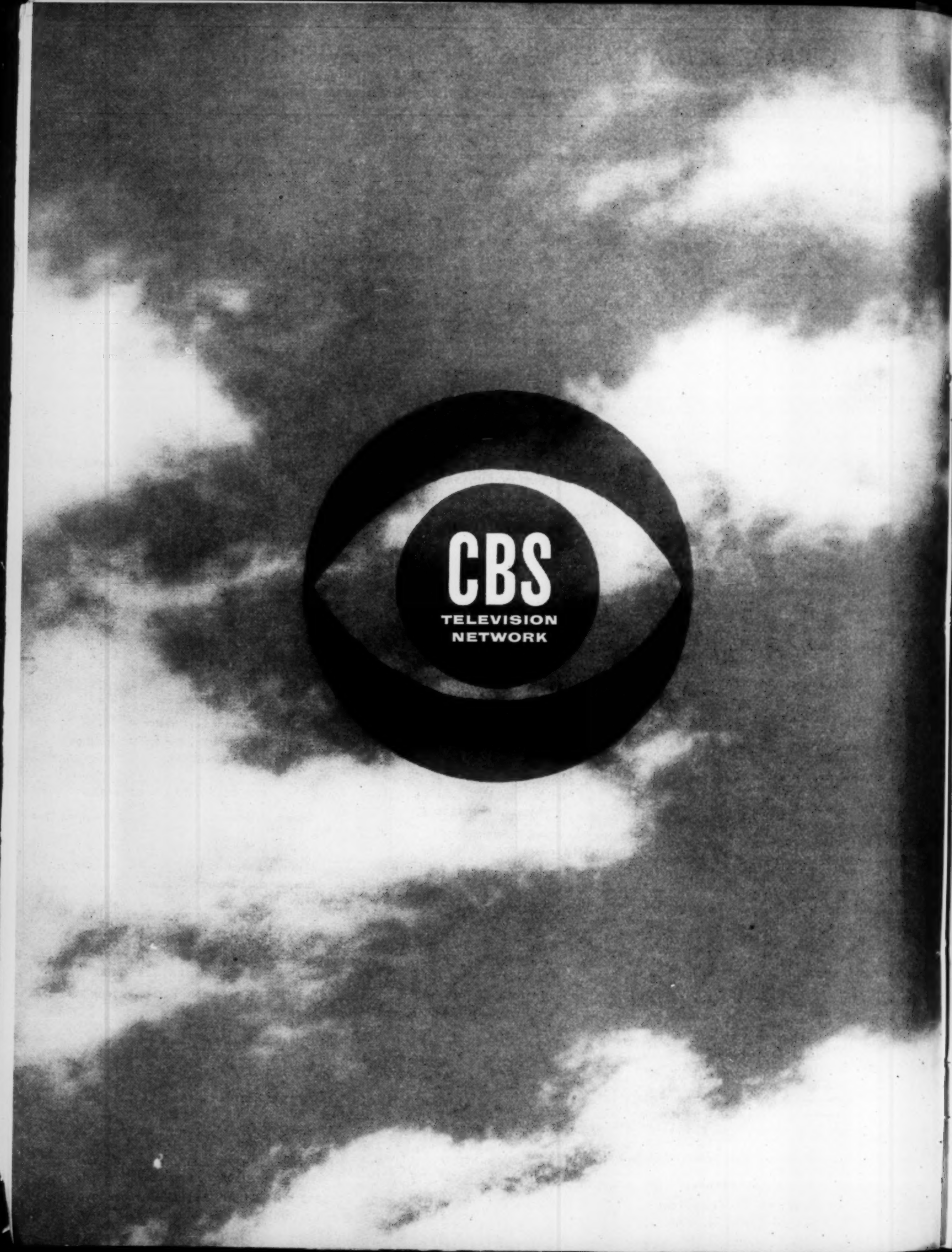
KNXT, 1313 North Vine Street, Los Angeles 28, California

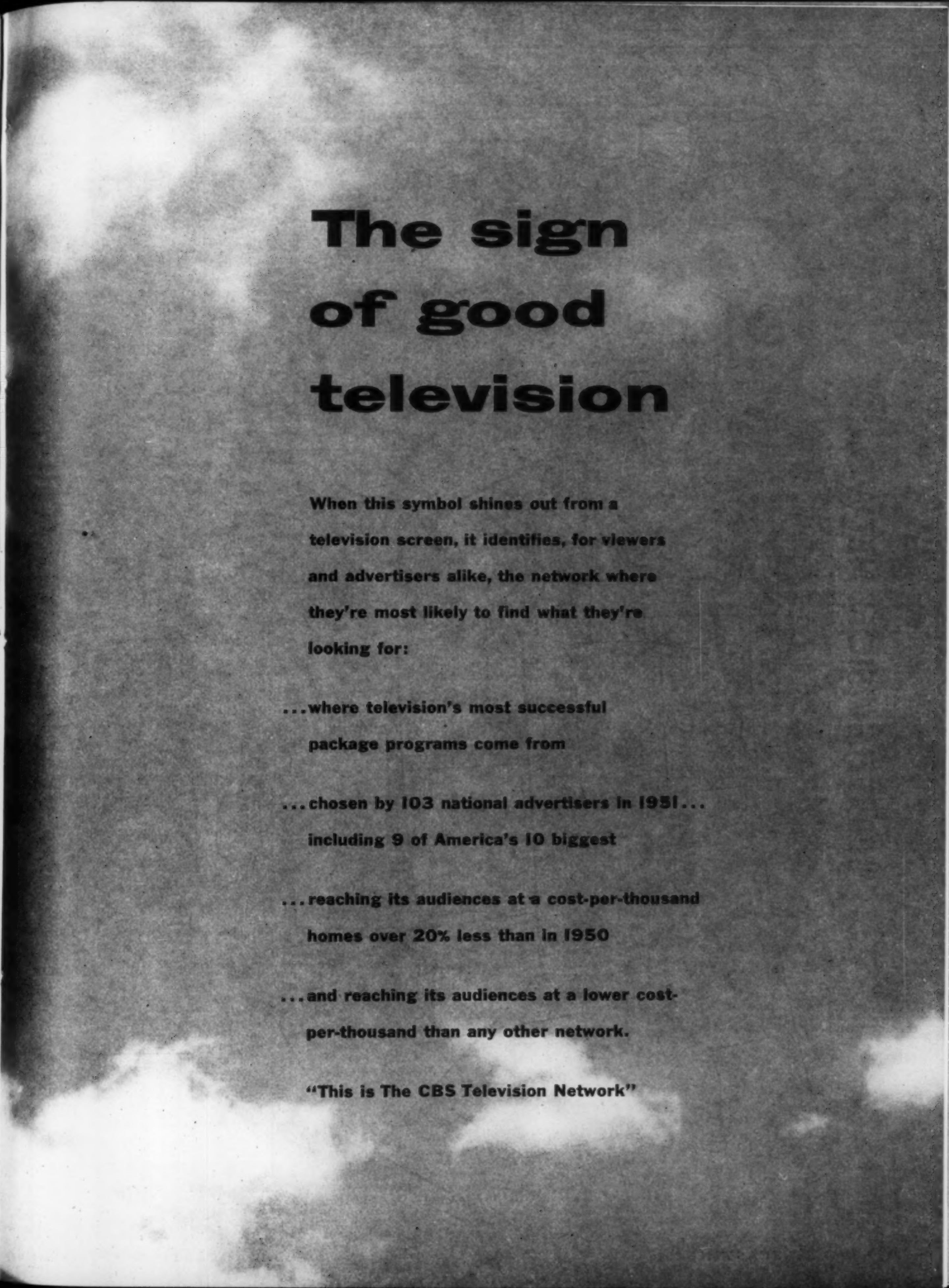
Wilbur S. Edwards, *General Manager*

James T. Aubrey, Jr., *Sales Manager*

William J. F. Brennan, *Program Director*

Tony Moe, *Promotion Manager*


CBS
TELEVISION
NETWORK



The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

...where television's most successful package programs come from

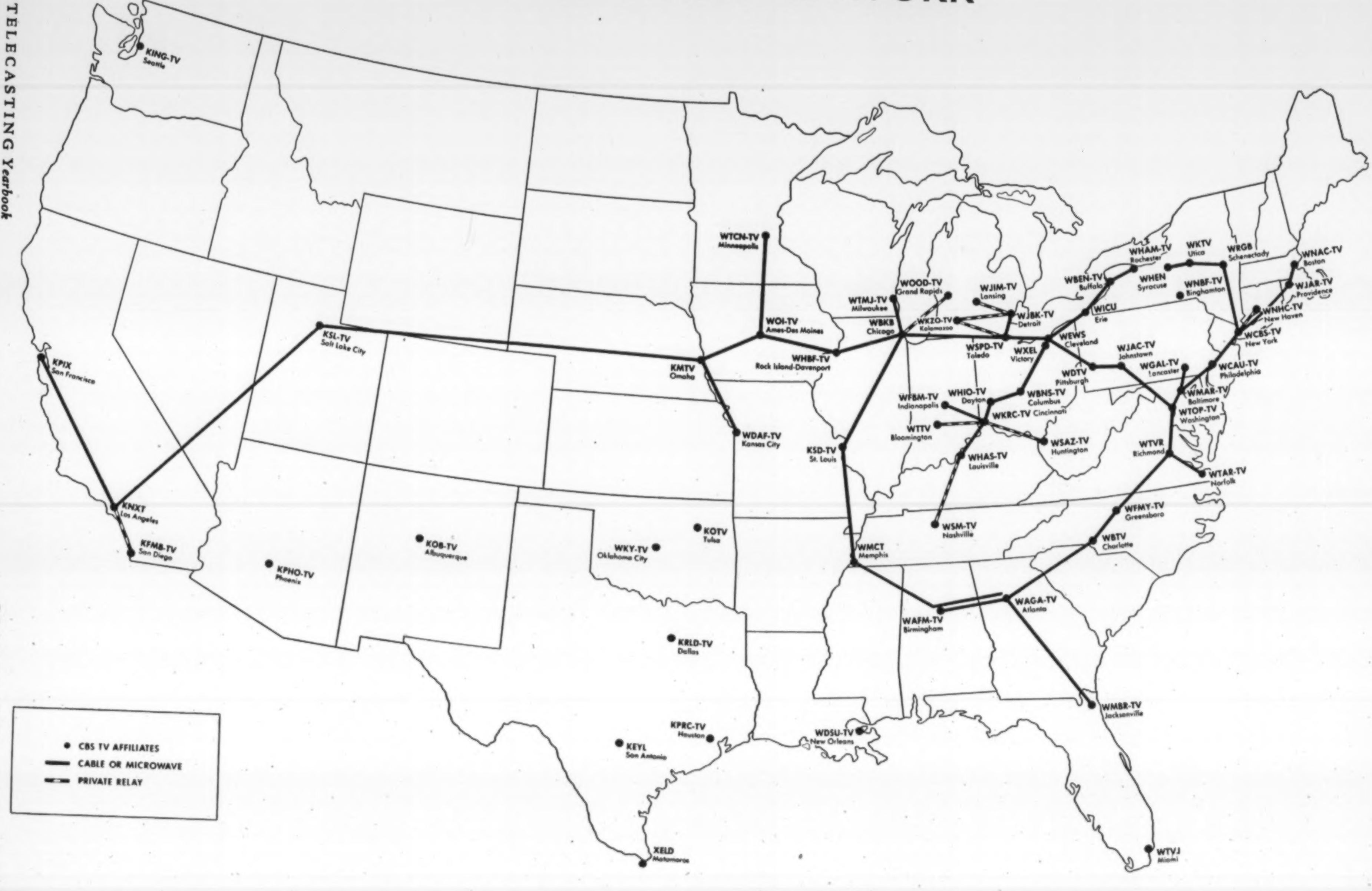
...chosen by 103 national advertisers in 1951... including 9 of America's 10 biggest

...reaching its audiences at a cost-per-thousand homes over 20% less than in 1950

...and reaching its audiences at a lower cost-per-thousand than any other network.

"This is The CBS Television Network"

CBS TELEVISION NETWORK


KING-TV Seattle
KPIX San Francisco
KNXT Los Angeles
KFMB-TV San Diego
KSL-TV Salt Lake City
KPHO-TV Phoenix
KOB-TV Albuquerque
WKY-TV Oklahoma City
KOTV Tulsa
KRLD-TV Dallas
KPRC-TV Houston
KEYL San Antonio
XELD Matamoros
WTCN-TV Minneapolis
WOI-TV Ames-Des Moines
KMTV Omaha
WDAF-TV Kansas City
WHBF-TV Rock Island-Davenport
WTMJ-TV Milwaukee
WBKB Chicago
WOOD-TV Grand Rapids
WKZO-TV Kalamazoo
WJIM-TV Lansing
WJBK-TV Detroit
WSPD-TV Toledo
WXEL Victory
WEWS Cleveland
WICU Erie
WBEN-TV Buffalo
WHAM-TV Rochester
WHEN Syracuse
WKTV Utica
WNBF-TV Binghamton
WRGB Schenectady
WNAC-TV Boston
WJAR-TV Providence
WNHC-TV New Haven
WCBS-TV New York
WCAU-TV Philadelphia
WGAL-TV Lancaster
WJAC-TV Johnstown
WDTV Pittsburgh
WMAR-TV Baltimore
WTOP-TV Washington
WTVR Richmond
WTAR-TV Norfolk
WFMY-TV Greensboro
WBTV Charlotte
WBNS-TV Columbus
WHIO-TV Dayton
WKRC-TV Cincinnati
WFBM-TV Indianapolis
WTTV Bloomington
WSAZ-TV Huntington
WHAS-TV Louisville
WSM-TV Nashville
KSD-TV St. Louis
WMCT Memphis
WAFM-TV Birmingham
WAGA-TV Atlanta
WMBR-TV Jacksonville
WTVJ Miami
WDSU-TV New Orleans
● CBS TV AFFILIATES
CABLE OR MICROWAVE
PRIVATE RELAY

DuMONT TELEVISION NETWORK

A Division of Allen B. DuMont Laboratories, Inc.

515 Madison Avenue, New York 22, New York Telephone: MU 8-2600

Network Executives

Chris J. Witting, *Director and General Manager*
Norman W. Drescher, *Administrative Assistant to the Director*
Ted Bergmann, *Director of Sales*
John H. Bachem, *Assistant Director of Sales*
James L. Caddigan, *Director of Programming and Production*
Clarence G. Alexander, *Director of Network Operations*
Rodney D. Chipp, *Director of Engineering*
E. B. Lyford, *Director of Station Relations*
Robert L. Coe, *Manager of Station Relations*
Joseph W. Hess, *Director of Budget*
Gerald Lyons, *Director of Public Relations and Publicity*
Melvin A. Goldberg, *Manager, Sales Planning and Research Department*
Donald A. Stewart, *Manager, Film Department*
Walter Compton, *Manager of WTTG, Washington, D. C.*
Harold C. Lund, *Manager of WDTV, Pittsburgh, Pa.*
Milton Morel, *Manager, New York Operations*

Sales

Ted Bergmann, *Director of Sales*
John H. Bachem, *Assistant Director of Sales*
Lynn Cleary, *Manager of Sales Service*
Robert H. Miller, *Chicago Sales Office, 919 North Michigan Avenue, Chicago 11, Ill.*
Richard S. Railton, *West Coast Sales Representative, Monadnock Building, San Francisco 5, Calif.*
Halsey V. Barrett, *Account Executive, Network Sales*
William Koblenzer, *Account Executive, Network Sales*
James F. Owens, *Account Executive, Network Sales*
Ralph Whitaker, *Account Executive, Network Sales*
John B. Soell, *Account Executive, Network Sales*
William Walters, *Manager, Account Managers Group*
Bill L. Merritt, *Account Manager*
Lawrence H. Buck, *Account Manager*

Operations

Clarence G. Alexander, *Directors of Network Operations*
Saul Abraham, *Supervisor, Adelphi Theatre*
Samuel Spachner, *Supervisor, Ambassador Theatre*

Programming and Production

James L. Caddigan, *Director of Programming and Production*
Leslie G. Arries Jr., *Assistant Director of Programming and Production*
Paul Rosen, *Supervisor of Program Planning*
A. L. Hollander, *Production Facilities Manager*
Duncan MacDonald, *Supervisor of Women's Programs*
Don Russell, *Chief Announcer*
Elizabeth Mears, *Casting Supervisor*
Charles Mann, *Script Editor*
Edward Saulpaugh, *Supervisor of Continuity Acceptance*
Dominick Celentano, *Supervisor of Music Acceptance*
Sam Posner, *Assistant Program Administrator*
Marian Glick, *News Editor*
Ted Hammerstein, *Supervising Producer*
Charles Parsons, *Supervising Producer*
Roger Gerry, *Supervising Producer*
Frank Bunetta, *Director*
Harry Coyle, *Director*
Pat Fay, *Director*
H. Wesley Kenney, *Director*
David Lowe, *Director*
William Marceau, *Director*
Arnold Nocks, *Director*
Richard Sandwick, *Director*
William Seaman, *Director*
Keith Thomas, *Director*

Engineering Department

Rodney D. Chipp, *Director of Engineering*
Robert F. Bigwood, *Chief of Facilities Engineer*
S. Patremio, *Special Projects Engineer*
H. C. Milholland, *Technical Operations Engineer*
Eric Herud, *Assistant Technical Operations Engineer*
Arthur Deneke, *Propagation Engineer*

Station Relations

E. B. Lyford, *Director of Station Relations*
Robert L. Coe, *Manager of Station Relations*
Edwin G. Koehler, *Assistant Manager, Station Relations*
Robert S. Woolf, *Manager, Teletranscription Department*
Roylance H. Sharp, *Manager, Traffic Department*

Budget and General Services

Joseph Hess, *Director of Budgets*
R. M. Skaar, *Purchasing Agent*

Public Relations and Publicity

Gerald Lyons, *Director of Public Relations and Publicity*

Research

Melvin A. Goldberg, *Manager of Sales Planning and Research*

Advertising and Promotion

Charlotte F. Stern, *Director of Advertising and Promotion*
Walter E. Brown, *Sales Promotion Manager*
Norman S. Ginsburg, *Stations Promotion Manager*

DU MONT OWNED AND OPERATED STATIONS

WABD New York

Milton Morel, *Manager of New York Operations*
William Seaman, *Supervisor, Studio D, 515 Madison Avenue*
Ralph Robbins, *Supervisor, Studio A, Wanamakers's*
Ralph Baruch, *Local Sales Account Executive*
Richard C. Dawson, *Local Sales Account Executive*
Lawrence Wynn, *Local Sales Account Executive*
Arthur C. Elliot, *Local Sales Account Executive*
William Vernon, *Local Sales Account Executive*

WDTV Pittsburgh

Harold C. Lund, *General Manager*
A. Donovan Faust, *Assistant General Manager*
Larry Israel, *Sales Manager*
William A. Krough, *Sales Service Manager*
Paul P. Palangi, *Personnel Manager*
Dick Fortune, *Public Relations Manager*
Jimie Spanos, *Sales Promotion and Merchandising*
Byron Dowty, *Program Manager*
Mary McKay, *Traffic Manager*
Peter Barker, *Executive Producer*
Dave Murray, *News and Special Events*
Richard Dreyfuss, *Film Manager*
Nick Perry, *Chief Announcer*
William Jewett, *Prop Facilities*
Joe Bock, *Art Manager*
Raymond Rodgers, *Chief Engineer*

WTTG Washington

Walter Compton, *General Manager*
Roger M. Coelos, *Program Operations Manager*
Perry Walders, *Sales Manager*
Jules Huber, *Film Supervisor*
M. M. Burleson, *Chief Engineer*

GROUP OWNERSHIP OF TELEVISION STATIONS IN THE UNITED STATES

AMERICAN BROADCASTING CO., OWNED AND MANAGED STATIONS—WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, KGO-TV San Francisco. All affiliates of American Broadcasting Co.; all represented nationally by ABC Spot Sales.

CBS TELEVISION NETWORK, OWNED AND MANAGED STATIONS—WCBS-TV New York, KNXT Los Angeles. Owns 45% of WTOP-TV Washington (55% owned by *Washington Post*). Purchase of facilities of WBKB Chicago pending FCC approval of ABC-United Paramount Theatres Inc. merger. All affiliates of CBS Television Network; all represented nationally by CBS Television Spot Sales (except WBKB).

H. M. BITNER STATIONS—WFBM-TV Indianapolis, WOOD-TV Grand Rapids.

JAMES M. COX STATIONS—WHIO-TV Dayton, Ohio; WSB-TV Atlanta, Ga. Headquarters: WSB-TV Atlanta. James M. Cox Jr., vice president; J. Leonard Reinsch, managing director of radio and television.

CROSLEY BROADCASTING CORP. (Subsidiary of Avco Mfg. Co.)—WLWT Cincinnati, WLWD Dayton, WLWC Columbus, all Ohio. Officers: James D. Shouse, chairman; R. E. Dunville, president and general manager.

DuMONT TELEVISION NETWORK, OWNED AND MANAGED STATIONS—WABD New York, WTTG Washington, WDTV Pittsburgh. All members of DuMont Television Network; all represented nationally by DuMont Television Spot Sales.

FORT INDUSTRY CO. STATIONS—WAGA-TV Atlanta, WSPD-TV Toledo, WJBK-TV Detroit, KEYL San Antonio. Headquarters: 199 Pierce St., Birmingham, Mich. George B. Storer, president; Lee B. Wailes, vice president in charge of operations; Glenn G. Boundy, chief engineer; B. C. Prestler, assistant secretary. New York office: 488 Madison Ave., Tom Harker, vice president and national sales director. Chicago office: 230 N. Michigan Ave.

HEARST RADIO INC.—WBAL-TV Baltimore, owns 25% of KING-TV Seattle. Headquarters: 959 Eighth Ave., New York. D. L. Provost, vice president.

JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS—WBTV Charlotte, N. C., owns minority interest in WFMY-TV Greensboro, N. C.

JOHN A. KENNEDY STATIONS—KFMB-TV San Diego; owns 48% of WSAZ-TV Huntington, W. Va.

EDWARD LAMB STATIONS — WTVN Columbus, Ohio; WICU Erie, Pa.

THOMAS S. LEE ENTERPRISES INC. STATIONS (subsidiary of General Tire & Rubber Co.)—WNAC-TV Boston (Yankee Network Division); KHJ-TV Los Angeles (Don Lee Network Division). Purchase of 90% interest in WOR-TV New York pending FCC approval. Thomas F. O'Neil, president, Thomas S. Lee Enterprises Inc.; H. Linus Travers, vice president and general manager, Yankee Network Division; Willet H. Brown, vice president and general manager, Don Lee Network Division.

ROBERT R. McCORMICK STATIONS — WGN-TV Chicago and WPIX New York. Frank P. Schreiber, general manager, WGN-TV; G. Bennett Larson, general manager, WPIX.

MEREDITH PUBLISHING CO. STATIONS—WHEN Syracuse, WOW-TV Omaha. Headquarters: Des Moines, Iowa. E. T. Meredith Jr., president; Fred Bohen, vice president, radio and television properties.

NATIONAL BROADCASTING CO., OWNED AND MANAGED STATIONS—WNBT New York, WNBQ Chicago, WNBK Cleveland, WNBW Washington, KNBH Los Angeles. All members of NBC network; all represented nationally by NBC Spot Sales.

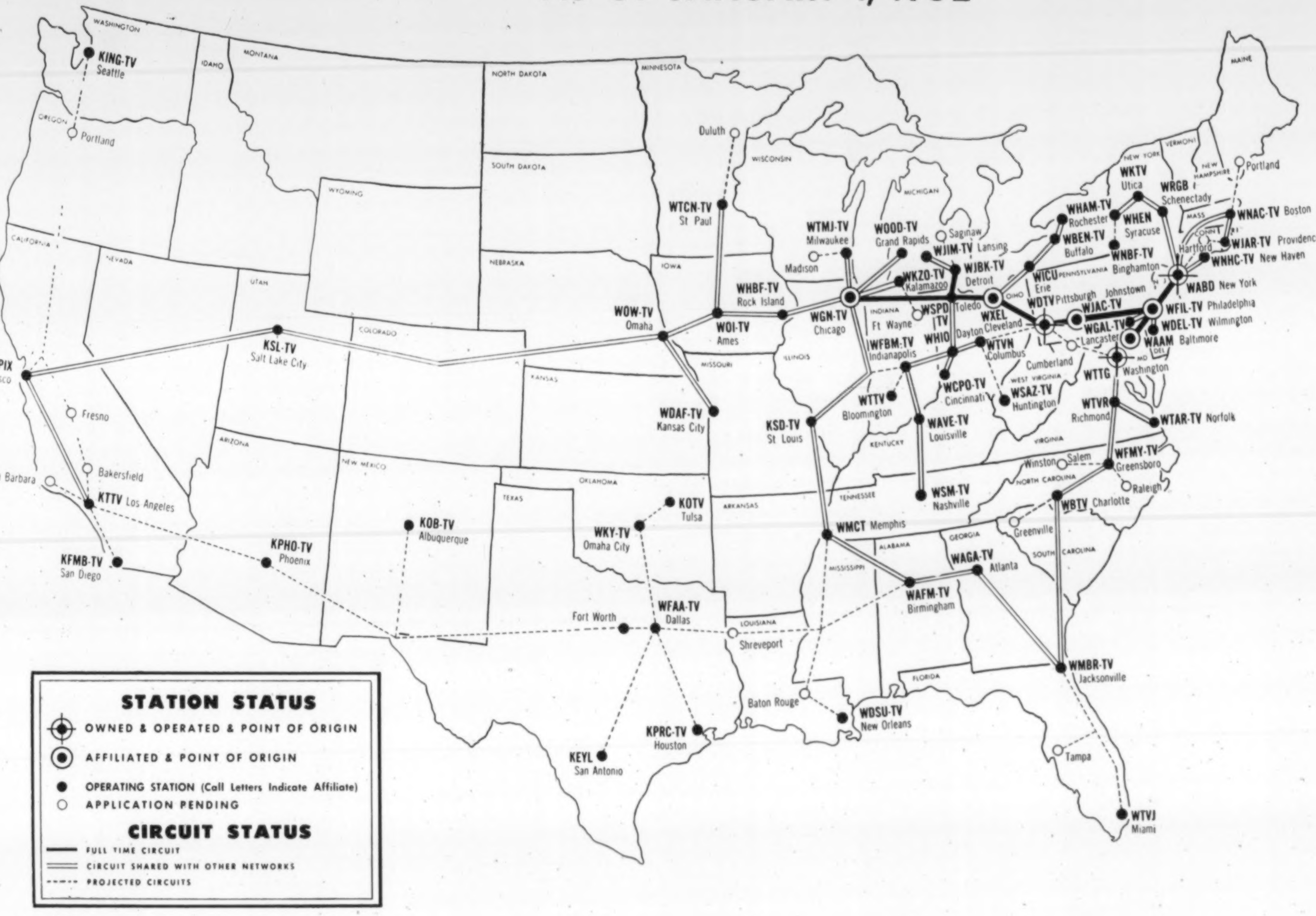
B. J. PALMER STATIONS—WOC-TV Davenport; own 25% of KMTV Omaha.

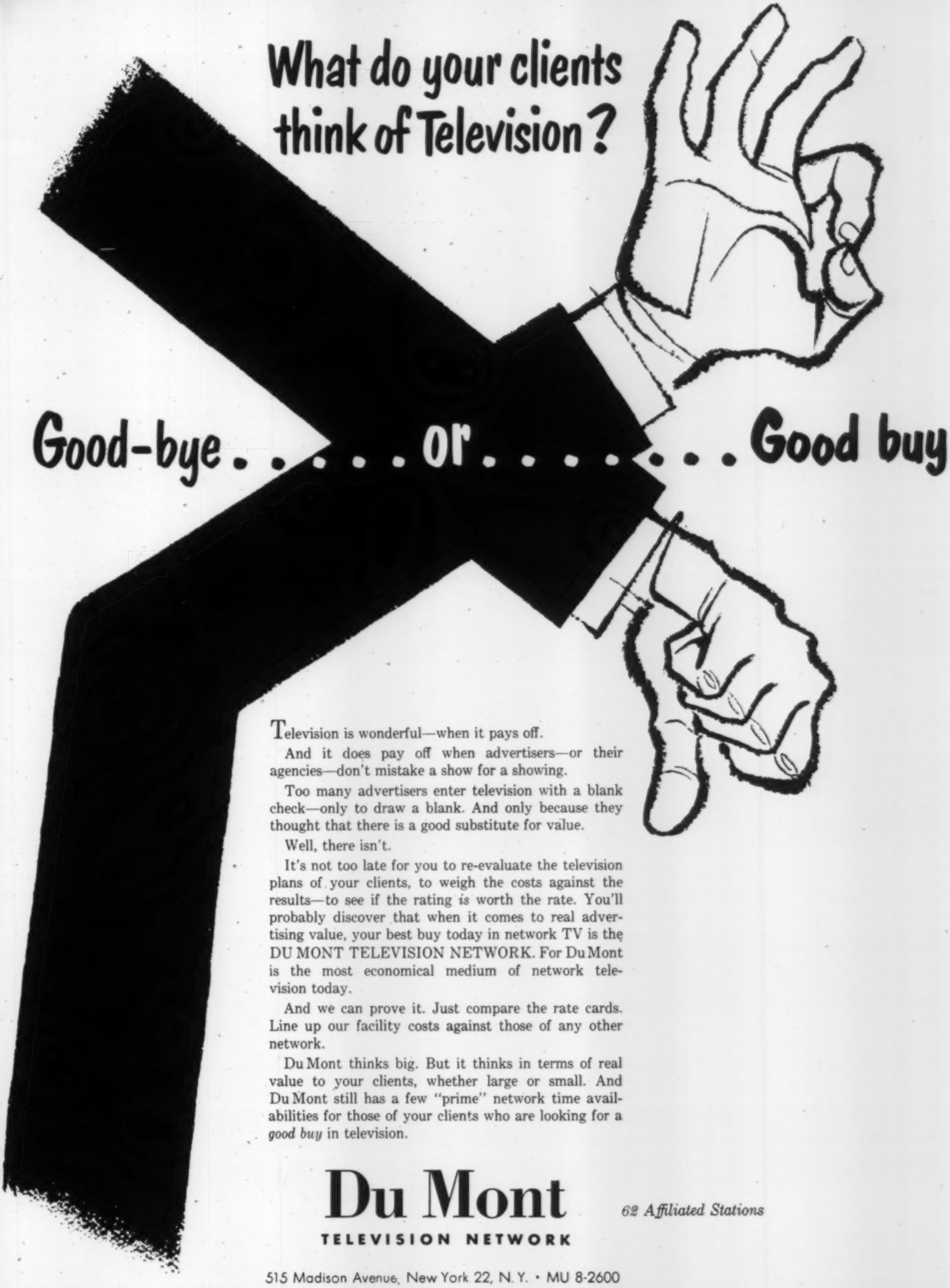
SCRIPPS-HOWARD RADIO GROUP—Scripps-Howard Radio Inc. is licensee of WCPO-TV Cincinnati, WEWS Cleveland. Memphis Publishing Co. is licensee of WMCT Memphis. Officials: Jack R. Howard, 230 Park Ave., New York, president; Mortimer C. Watters, vice president and general manager, WCPO-TV; James C. Hanrahan, vice president and general manager, WEWS; Henry W. Slavick, general manager, WMCT.

STEINMAN STATIONS—WGAL-TV Lancaster, Pa.; WDEL-TV Wilmington, Del. Clair R. McCollough, president WGAL-TV and station executive, WDEL-TV.

Du Mont Television Network-Intercity Connections

AS OF JANUARY 1, 1952


KING-TV Seattle
Portland
KPIX San Francisco
Fresno
Bakersfield
Santa Barbara
KTTV Los Angeles
KFMB-TV San Diego
KSL-TV Salt Lake City
KPHO-TV Phoenix
KOB-TV Albuquerque
WOW-TV Omaha
WTCN-TV St Paul
Duluth
WOI-TV Ames
WHBF-TV Rock Island
WDAF-TV Kansas City
KOTV Tulsa
WKY-TV Omaha City
Fort Worth
WFAA-TV Dallas
Shreveport
KPRC-TV Houston
KEYL San Antonio
Baton Rouge
WDSU-TV New Orleans
WTMJ-TV Milwaukee
Madison
WGN-TV Chicago
WOOD-TV Grand Rapids
WKZO-TV Kalamazoo
Saginaw
WJIM-TV Lansing
WJBK-TV Detroit
WSPD TV Toledo
Ft Wayne
WFBM-TV Indianapolis
WHIO Dayton
WTTV Bloomington
KSD-TV St Louis
WCPO-TV Cincinnati
WAVE-TV Louisville
WSM-TV Nashville
WMCT Memphis
WAFM-TV Birmingham
WAGA-TV Atlanta
WMBR-TV Jacksonville
Tampa
WTVJ Miami
WXEL Cleveland
WTVN Columbus
WSAZ-TV Huntington
Cumberland
WICU Erie
WDTV Pittsburgh
Johnstown
WJAC-TV
WGAL-TV Lancaster
WBEN-TV Buffalo
WHAM-TV Rochester
WHEN Syracuse
WKTV Utica
WNBF-TV Binghamton
WRGB Schenectady
Portland
WNAC-TV Boston
WJAR-TV Providence
Hartford
WNHC-TV New Haven
WABD New York
WFIL-TV Philadelphia
WDEL-TV Wilmington
WAAM Baltimore
WTTG Washington
WTVR Richmond
WTAR-TV Norfolk
WFMY-TV Greensboro
Winston Salem
Raleigh
WBTV Charlotte
Greenville
WASHINGTON
OREGON
CALIFORNIA
IDAHO
NEVADA
MONTANA
UTAH
ARIZONA
WYOMING
COLORADO
NEW MEXICO
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MINNESOTA
IOWA
MISSOURI
ARKANSAS
LOUISIANA
WISCONSIN
ILLINOIS
MICHIGAN
INDIANA
OHIO
KENTUCKY
TENNESSEE
MISSISSIPPI
ALABAMA
GEORGIA
FLORIDA
SOUTH CAROLINA
NORTH CAROLINA
VIRGINIA
WEST VIRGINIA
PENNSYLVANIA
NEW YORK
VERMONT
NEW HAMPSHIRE
MAINE
MASS
CONN
RI
NJ
MD
DEL
STATION STATUS
OWNED & OPERATED & POINT OF ORIGIN
AFFILIATED & POINT OF ORIGIN
OPERATING STATION (Call Letters Indicate Affiliate)
APPLICATION PENDING
CIRCUIT STATUS
FULL TIME CIRCUIT
CIRCUIT SHARED WITH OTHER NETWORKS
PROJECTED CIRCUITS


What do your clients think of Television?
Good-bye . . . . . or . . . . Good buy

Television is wonderful—when it pays off.

And it does pay off when advertisers—or their agencies—don't mistake a show for a showing.

Too many advertisers enter television with a blank check—only to draw a blank. And only because they thought that there is a good substitute for value.

Well, there isn't.

It's not too late for you to re-evaluate the television plans of your clients, to weigh the costs against the results—to see if the rating *is* worth the rate. You'll probably discover that when it comes to real advertising value, your best buy today in network TV is the DU MONT TELEVISION NETWORK. For Du Mont is the most economical medium of network television today.

And we can prove it. Just compare the rate cards. Line up our facility costs against those of any other network.

Du Mont thinks big. But it thinks in terms of real value to your clients, whether large or small. And Du Mont still has a few "prime" network time availabilities for those of your clients who are looking for a *good buy* in television.

Du Mont
TELEVISION NETWORK

62 Affiliated Stations

515 Madison Avenue, New York 22, N. Y. • MU 8-2600
A Division of the Allen B. Du Mont Laboratories, Inc.

NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York City 20. Telephone: Circle 7-8300
Registered Telegraphic Address: NATBROCAST, NEW YORK
For Executives of RCA see page 41. For Executives Radio Division, See Broadcasting Yearbook.

BOARD OF DIRECTORS

Niles Trammell—Chairman

John T. Cahill
Charles R. Denny
Gano Dunn
Frank Folsom
George L. Harrison
Mrs. Douglas Horton
Harry C. Ingles
Charles B. Jolliffe
Joseph H. McConnell
Edward J. McGrady
David Sarnoff
Sylvester L. Weaver Jr.

OFFICERS

Niles Trammell, *Chairman of the Board*
Joseph H. McConnell, *President*
Charles R. Denny, *Executive Vice President*
Joseph V. Heffernan, *Financial Vice President*
Charles C. Barry, *Vice President*
William F. Brooks, *Vice President*
Sydney H. Eiges, *Vice President*
George H. Frey, *Vice President*
James M. Gaines, *Vice President*
O. B. Hanson, *Vice President*
William S. Hedges, *Vice President*
John K. Herbert, *Vice President*
Harry C. Kopf, *Vice President*
Edward D. Madden, *Vice President*
Gustav B. Margraf, *Vice President & General Attorney*
Victor T. Norton, *Vice President*
Frank M. Russell, *Vice President*
Robert W. Sarnoff, *Vice President*
Carleton D. Smith, *Vice President*
John K. West, *Vice President*
Sylvester L. Weaver Jr., *Vice President*
Frederic W. Wile, *Vice President*
Harry F. McKeon, *Controller*
Lewis MacConnach, *Secretary*
Felix Schleenvoigt, *Assistant Secretary*
John Q. Cannon, *Assistant Secretary*
Thomas E. Ervin, *Assistant Secretary*
Paul B. Lynch, *Assistant Secretary*
Joseph A. McDonald, *Treasurer*
William Williams, *Assistant Treasurer*

DEPARTMENTS and DIVISIONS

EXECUTIVE OFFICES

Joseph H. McConnell, *President*
Charles R. Denny, *Executive Vice President*
Joseph V. Heffernan, *Financial Vice President*
Frank Russell, *Vice President—Washington*
David C. Adams, *Assistant to the Executive Vice President*
Frederick Dodge, *Director of Merchandising*
Samuel Chotzinoff, *General Music Director*

LEGAL DEPARTMENT

Gustav B. Margraf, *Vice President & General Attorney*
Thomas E. Ervin, *Assistant General Attorney*
John Shute Sr., *Attorney*
Arthur Cuddihy Jr., *Attorney*
James Denning, *Attorney*
Theodore Kupferman, *Attorney*
Paul B. Lynch, *Attorney*
Charles J. Moos, *Attorney*
Benjamin Raub, *Attorney*
Cahill, Gordon, Zachry & Reindel, *Counsel*

PUBLIC RELATIONS DEPARTMENTS

William F. Brooks, *Vice President in Charge*
Frank Young, *Public Relations Representative*

PRESS DEPARTMENT

Sydney H. Eiges, *Vice President in Charge of Press & Information*
Josef C. Dine, *Director of Press*
Anita L. Barnard, *Manager of Information*

CONTINUITY ACCEPTANCE

Stockton Helffrich, *Manager of Continuity Acceptance*

STATION RELATIONS DEPARTMENTS

Carleton D. Smith, *Vice President in Charge*
Sheldon Hickox, *Director of Television Station Relations*
Ludwig W. Simmel, *Manager of Minute Man and Co-op Program Activities*
Harry Woodman, *Manager of Traffic Department*

FINANCE DEPARTMENTS

Joseph V. Heffernan, *Financial Vice President*
Hamilton Young, *Operations Analyst*

BUDGET DEPARTMENT

Leslie C. Vaughan, *Acting Budget Officer*
Stephen Riddleberger, *Assistant to the Acting Budget Officer*

CONTROLLERS DEPARTMENT

Harry McKeon, *Controller*
Harold M. Kelly, *Assistant Controller*
Hugh McGeachie, *Assistant Controller*

TREASURER'S DEPARTMENT

Joseph A. McDonald, *Treasurer*
William A. Williams, *Assistant Treasurer*
William Bloxham, *Purchasing Agent*

ADMINISTRATION

Victor T. Norton, *Vice President for Administration*

CAPITAL APPROPRIATIONS DEPARTMENT

Robert Luening, *Director of Capital Appropriations Department*

ENGINEERING DEPARTMENT

O. B. Hanson, *Vice President & Chief Engineer*
William A. Clarke, *Administrative Assistant*
Edward R. Cullen, *Liaison Engineer*
Joseph D'Agostino, *Liaison Engineer*
Raymond Guy, *Manager of Radio & Allocations Engineering*
George Nixon, *Manager of Engineering Development*
Chester Rackey, *Manager of Audio-Video Engineering*
James Wood, *Manager of Technical Services*

PERSONNEL DEPARTMENT

Ernest de la Ossa, *Director of Personnel*
William Tice, *Manager of Personnel Department*
Edmund Souhami, *Labor Relations Assistant to the Director of Personnel*
Elizabeth Haglund, *Supervisor of Placement Section*
Robert de Beer, *Supervisor of Wage & Salary Administration Section*
Seth Faison, *Supervisor of Employee Services Section*
John Steeves, *Supervisor of Records & Research Section*

PLANS and RESEARCH DEPARTMENT

Hugh M. Beville, *Director of Plans & Research*

INTEGRATED SERVICES DEPARTMENTS

William S. Hedges, *Vice President in Charge of Integrated Services*
William B. Miller, *Night Executive Officer*
Frances Sprague, *Chief Librarian*
Charles Hicks, *Manager of Radio Recording*
Albert Walker, *Manager of Transportation*
Willard Frech, *Cost Accountant for Integrated Services*

PROGRAM SERVICES DEPARTMENT

Arch Robb, *Manager of Program Services Department*
Thomas Belviso, *Supervisor of Music Rights & Music Library*
Ross Donaldson, *Supervisor of Literary Rights & Playreading*
Patrick Kelly, *Supervisor of Announcers*
Robert Wogan, *Supervisor of Associate Directors*
Frederick Knopfke, *Supervisor of Sound Effects*
Robert Troy, *Supervisor of Night Operations*

BUILDING & GENERAL SERVICES DEPARTMENT

Edward Lowell, *Manager of Building & General Service Department*
Albert Humbert, *Supervisor of Building Maintenance Division*
Helen Davis, *Supervisor of Office Services Division*
George Monahan, *Supervisor of Protection Division*

GUEST RELATIONS DEPARTMENT

Peter Tintle, *Manager of Guest Relations Department*
Joseph Phillips, *Supervisor of Reception Division*
William Grainger, *Supervisor of Tour Operations & Promotion Division*
James Gaines, *Supervisor of Ticket Division*

TELEVISION NETWORK

Sylvester L. Weaver Jr., *Vice President in Charge of Television Network*
Edward D. Madden, *Vice President in Charge of Television Network Operations & Sales*
Richard A. R. Pinkham, *Manager of Television Network Planning*

CONTROLLERS DEPARTMENTS

Charles J. Cresswell, *Controller for Television Network*
Francis X. O'Shea, *Manager of the Accounting Department*
William V. Sargent, *Manager of Planning & Auditing Department*

OPERATIONS DEPARTMENTS

E. Lyman Munson, *Director of TV Network Operations*
Stanton Osgood, *Assistant to the Director of TV Network Operations & Manager of Theatre TV*
William Roden, *TV Personnel Supervisor*
J. Robert Myers, *Manager of Television Purchasing Department*
James A. Glenn, *Manager of Special Effects Department*

PRODUCTION SERVICES DEPARTMENT

Robert Wade, *Executive Coordinator of Production Development*
James Kovach, *Manager of Production Operations Division*
Benjamin Webster, *Manager of Staging Services Division*

FILM & KINESCOPE OPERATIONS DEPARTMENT

Frank Lepore, *Manager of TV Film & Kinescope Operations Dept.*

TECHNICAL OPERATIONS DEPARTMENT

Robert Shelby, *Director of TV Technical Operations Department*
F. A. Wankel, *Manager of TV Technical Operations*
Reid R. Davis, *Television Operations Supervisor*

PRODUCTION DEPARTMENTS

Frederic W. Wile Jr., *Vice President & Director of TV Network Production*
Robert W. Sarnoff, *Vice President & Director of TV Production Units*
Carl M. Stanton, *Manager of Commercial Program Planning*
Thomas A. McAvity, *Director of Talent & Program Procurement*
Davidson Taylor, *General Production Executive*
Leonard Hole, *TV Production Manager*
Ernest Walling, *TV Program Manager*
William McAndrew, *Director of Public Affairs*
Michael Dann, *Supervisor of Special Television Broadcasts*

NEWS, SPECIAL EVENTS and SPORTS DEPARTMENT

Frank McCall, *Director of TV News & Special Events*
Adolph Schneider, *Manager of TV News & Special Events Operations*
James Dolan, *Assistant Director of TV Sports*

SALES DEPARTMENTS

George H. Frey, *Vice President & Director of TV Network Sales*
Edward R. Hitz, *TV Network Eastern Sales Manager*
Frank Reed, *Manager of TV Sales Service Department*
John Cron, *Manager of Film Syndicated Sales*

SALES DEVELOPMENT DEPARTMENT

Ruddick C. Lawrence, *Director of TV Sales Development*

ADVERTISING and PROMOTION DEPARTMENT

James H. Nelson, *Manager of TV Advertising & Promotion*

SALES PLANNING and RESEARCH DEPARTMENT

Robert McFadyen, *Manager of TV Sales Planning & Research*

PACKAGE PROGRAM SALES

John F. Rayel, *Coordinator of TV Package Program Sales*

TELEVISION SALES OFFICES

Walter Gross, *Manager of TV Network Sales—Detroit* (3175 Penobscot Bldg.)
Eugene Hoge, *Manager of TV Network Sales—Chicago* (Merchandise Mart)
John T. Williams, *Manager of TV Network Sales—Hollywood* (Sunset & Vine)

OWNED and OPERATED STATIONS

James M. Gaines, *Vice President for the Owned & Operated Stations*
Hamilton Shea, *Controller for the Owned & Operated Stations*
Thomas Rowe, *Assistant Controller*

NATIONAL SPOT SALES DEPARTMENT

James V. McConnell, *Director of National Spot Sales*
Evelyn Sniffin, *Administrative Assistant*
Richard H. Close, *Eastern Manager of TV Spot Sales*
H. Norman Neubert, *Manager of Sales Development, Advertising & Promotion*

WNBT—NEW YORK

Ted Cott, *General Manager*
Charles Philips, *Assistant Manager*
Theodore Zaer, *Controller*
James Hirsch, *Supervisor of Advertising & Promotion*
Winifred Schaefer, *Supervisor of Publicity*
George Wallach, *Supervisor of News & Special Events*
John Reber, *Manager of Sales Department*
Richard Pack, *Manager of Program Department*
Ivan Reiner, *Supervisor of Production*

WNBQ—CHICAGO

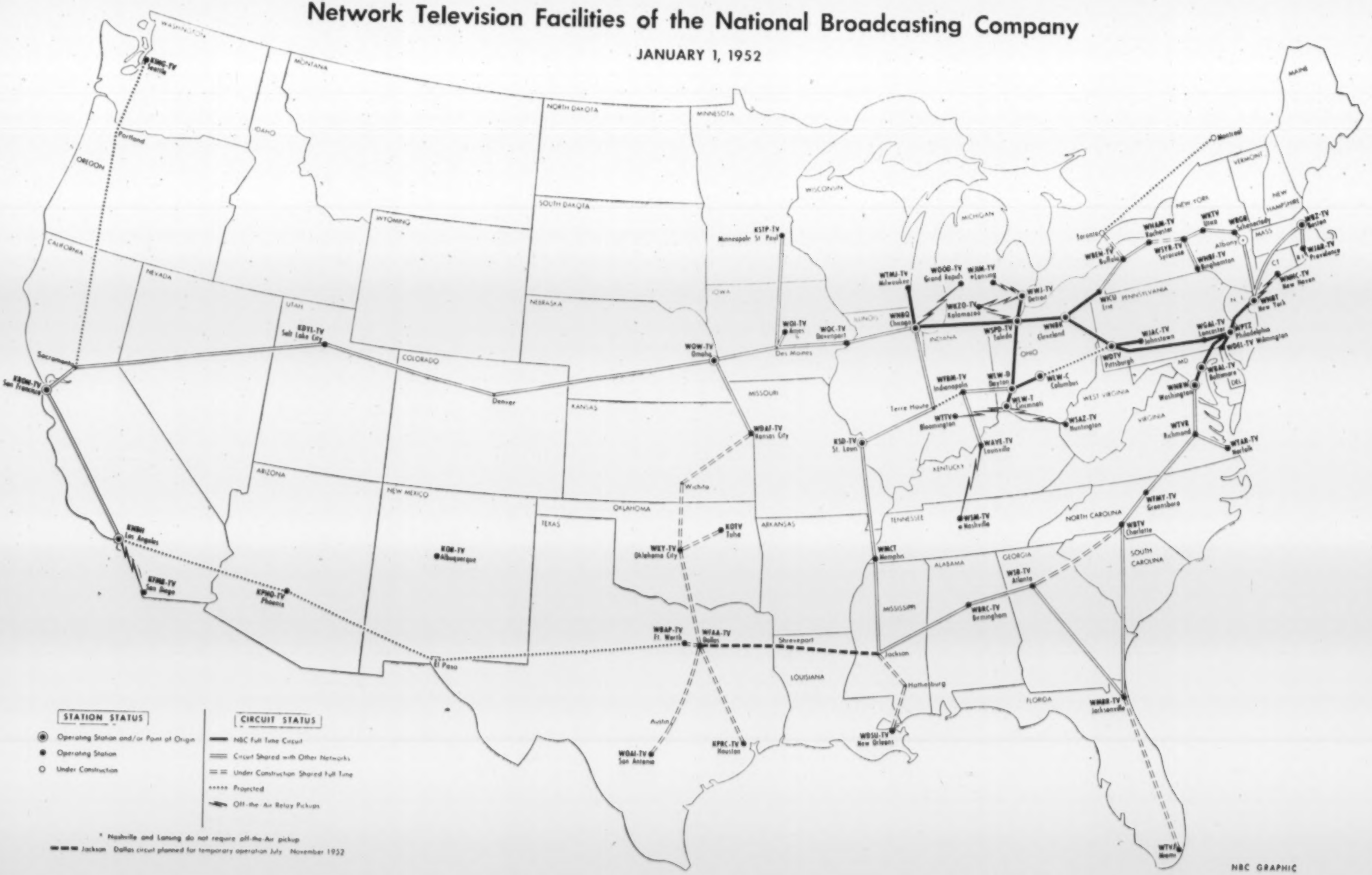
Merchandise Mart, Chicago 54, Illinois
Tel.: Superior 7-8306

Harry C. Kopf, *Vice President and General Manager*
John Whalley, *Controller*
Thomas Compere, *Attorney—Labor Consultant*
Glenn Uhles, *Supervisor of Personnel & Office Services*
Robert Kendall, *Supervisor of Package Programs & Talent Contracts*

(Continued on page 28)

Network Television Facilities of the National Broadcasting Company

JANUARY 1, 1952


WASHINGTON
KING-TV Seattle
Portland
OREGON
CALIFORNIA
Sacramento
KRON-TV San Francisco
KNBH Los Angeles
KFMB-TV San Diego
MONTANA
IDAHO
NEVADA
UTAH
KDYL-TV Salt Lake City
ARIZONA
KPHO-TV Phoenix
WYOMING
COLORADO
Denver
NEW MEXICO
KOB-TV Albuquerque
El Paso
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
Wichita
WKY-TV Oklahoma City
KOTV Tulsa
WBAP-TV Ft. Worth
WFAA-TV Dallas
Austin
WOAI-TV San Antonio
KPRC-TV Houston
MINNESOTA
KSTP-TV Minneapolis St. Paul
IOWA
WOI-TV Ames
Des Moines
WOW-TV Omaha
WOC-TV Davenport
MISSOURI
WDAF-TV Kansas City
KSD-TV St. Louis
ARKANSAS
Shreveport
LOUISIANA
WDSU-TV New Orleans
MISSISSIPPI
Jackson
Hattiesburg
WMCT Memphis
TENNESSEE
WSM-TV Nashville
ALABAMA
WBRC-TV Birmingham
GEORGIA
WSB-TV Atlanta
FLORIDA
WMBR-TV Jacksonville
WTVJ Miami
WISCONSIN
WTMJ-TV Milwaukee
ILLINOIS
WNBQ Chicago
Terre Haute
MICHIGAN
WOOD-TV Grand Rapids
WJIM-TV Lansing
WKZO-TV Kalamazoo
WWJ-TV Detroit
INDIANA
WFBM-TV Indianapolis
WTTV Bloomington
KENTUCKY
WAVE-TV Louisville
OHIO
WSPD-TV Toledo
WNBK Cleveland
WLW-D Dayton
WLW-C Columbus
WLW-T Cincinnati
WEST VIRGINIA
WSAZ-TV Huntington
PENNSYLVANIA
WICU Erie
WDTV Pittsburgh
WJAC-TV Johnstown
WGAL-TV Lancaster
WPTZ Philadelphia
WDEL-TV Wilmington
MD
DEL
WBAL-TV Baltimore
WNBW Washington
VIRGINIA
WTVR Richmond
WTAR-TV Norfolk
NORTH CAROLINA
WFMY-TV Greensboro
WBTV Charlotte
SOUTH CAROLINA
NEW YORK
Toronto
Montreal
WBEN-TV Buffalo
WHAM-TV Rochester
WSYR-TV Syracuse
WKTV Utica
WGBR Schenectady
Albany
WNBF-TV Binghamton
N. J.
WNBT New York
VERMONT
NEW HAMPSHIRE
MAINE
MASS
CT
R. I.
WNHC-TV New Haven
WBZ-TV Boston
WJAR-TV Providence
STATION STATUS
◉ Operating Station and/or Point of Origin
● Operating Station
○ Under Construction
CIRCUIT STATUS
NBC Full Time Circuit
Circuit Shared with Other Networks
Under Construction Shared Full Time
Projected
Off-the Air Relay Pickups
* Nashville and Lansing do not require off-the-Air pickup
Jackson Dallas circuit planned for temporary operation July November 1952
NBC GRAPHIC

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to Television and Related Services

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's *Rules Relating to Practice and Procedure,* while station operation is covered by Part 3, *Rules Governing Radio Broadcast Services,* and *Standards of Good Engineering Practice.*

This statement summarizes the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is AM, FM, or TV broadcast.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard (AM) broadcast stations operate on *local, regional,* or *clear* channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

(The Commission has not authorized any new commercial TV stations since the fall of 1948, pending the outcome of the general television procedings still before the Commission. Prospective applicants for TV broadcast stations should obtain a copy of the *Third Notice of Further Proposed Rule Making* from the Commission.)

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, *Application For Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station,* which covers AM, FM and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Hearings

Where it appears that interference would be caused to another station above the degree prescribed in the Commission's *Standards of Good Engineering Practice,* or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station License" is a comprehensive and concise statement prepared by the FCC Office of Information, which explains in layman's language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 206, are excerpts of the FCC Rules & Regulations most frequently used. Further information concerning rules and regulations may be obtained at the office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

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(Continued from page 26)

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Judith Waller, *Director of Education*
John Keys, *Supervisor of Advertising & Promotion*
Leonard Anderson, *Manager of Integrated Services Department*
Harry Ward, *Supervisor of Continuity Acceptance*
George Gilbert, *Supervisor of Guest Relations & Night Operations*
William Ray, *Manager of News, Press, & Public Affairs Department*
Jules Herbuveaux, *Director of Operations*
George Heinemann, *Program Manager*
John McPartlin, *Manager of Sales Department*
Howard Luttgens, *Engineer in Charge*
Paul Moore, *Supervisor of Technical Operations*
Eugene Hoge, *Manager of Television Network Sales*

WNBK—CLEVELAND
815 Superior Avenue, Cleveland 14, Ohio
Tel.: Cherry 1-0942

John McCormick, *General Manager*

HOLLYWOOD OFFICE and KNBH
Sunset Blvd. & Vine St., Hollywood 28, Calif.
Tel.: Hollywood 9-6161

John K. West, *Vice President—Hollywood*
Lewis Frost, *Asst. to the Vice President & Director of Integrated Services Dept.*
Thomas McFadden, *General Manager, KNBH*
Norman Blackburn, *Director of Television Network Operations*
John T. Williams, *Manager of Television Network Sales*
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Donald Honrath, *Manager of Continuity Acceptance*
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Paul Gale, *Manager of Stations and Traffic Department*
Carol P. Ewing, *Controller, Station KNBH*
Albert Cole, *Manager of Television Program Department*
Donald Norman, *Manager of Television Sales Department*
Richard Eisiminger, *Supervisor of Television Advertising & Promotion*
Robert Clark, *Manager of Television Technical Operations*
Robert Pelgram, *Manager of Television Press Department*
Earl Rettig, *Television Network Operations Manager*
Howard Ross, *Talent Buyer*

WNBW—WASHINGTON
Trans Lux Building, 14th St. & New York Ave.
Washington 5, D. C.
Tel.: Republic 4000

Eugene Juster, *General Manager*

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JAPAN-KOREA

George Thomas Folster
Helen Folster
John Rich

GERMANY

Edwin Haaker

NBC's Stations Planning and Advisory Committee for television: John T. Murphy, WLW-T(TV) Cincinnati, WLW-C(TV) Columbus, WLW-D(TV) Dayton, vice chairman; E. R. Vadeboncoeur, WSYR-TV Syracuse, secretary; Martin Campbell, WFAA-TV Dallas; Dean Fitzer, WDAF-TV Kansas City.

the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

Within 20 days after the close of a hearing before a hearing examiner, each party and the Chief of the Broadcast Bureau has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify or reverse the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified he can apply on Form 701 *(Application for Additional Time to Construct a Radio Station)*, giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 *(Application for New Broadcast Station License)*. Applicants must show compliance with all terms, conditions and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM and FM broadcast stations are licensed for the statutory limit of three years; TV stations for one year. Applications for renewal of license are made on Form 303 *(Application for Renewal of Broadcast Station License)*.

Forms for Other Purposes

In the event that a construction permit has expired, reinstatement may be sought on Form 321 *(Application for Construction Permit to Replace Expired Permit)*.

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 *(Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License)*.

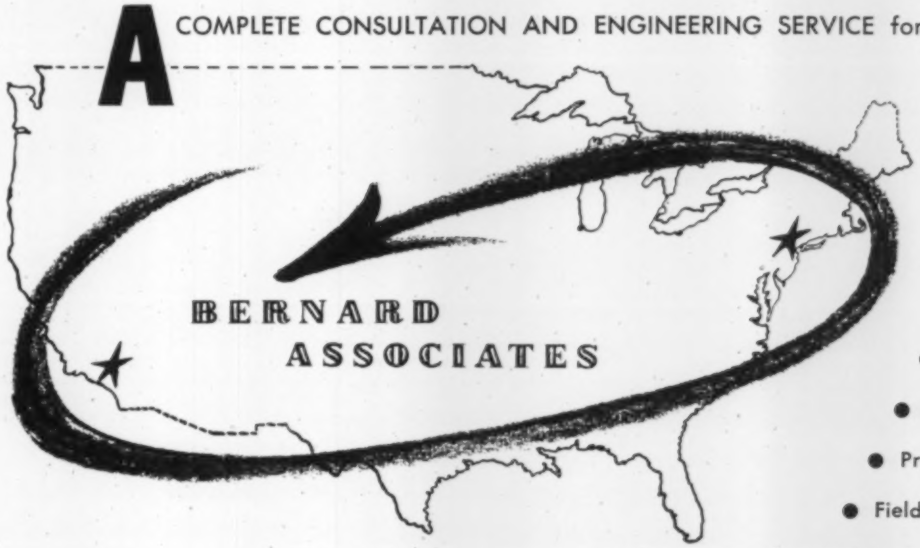
Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 *(Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License)*.

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using Form 316 *(Application for Assignment or Transfer — Short Form*. This form may only be used when the transfer or assignment is *pro forma* or technical in nature, i.e., where no substantial changes in interest occur.

Reference Material

The following listed reference material, obtainable from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at the prices indicated, will prove helpful to prospective applicants desiring greater detail: Communications Act of 1934 with amendments, 30 cents; Rules and Regulations: Part 1, *Rules Relating to Practice and Procedure*, 20 cents, Part 3, *Rules Governing Radio Broadcast Services*, 20 cents, and Part 17, *Rules Governing the Construction, Marking and Lighting of Antenna Structures*, 5 cents.

A COMPLETE CONSULTATION AND ENGINEERING SERVICE for PROSPECTIVE and PRESENT OWNERS of BROADCAST STATIONS



- Frequency Studies.
- Selection of transmitter sites.
- Studio Design and Measurement.
- Antenna measurements and tuning.
- Supervision of Station Construction.
- Proof of Performance Measurements.
- Field Surveys to Check Station Service.
- Preparation of Engineering Data for F.C.C.

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Headquarters Office: 1771 N. Street, N.W., Washington 6, D. C. Phone: DEcatur 9300

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1952-1953

		Term Expires
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Pres.	Harold E. Fellows, NARTB	
Dist. 1	(Vacant pending election)	1953
Dist. 2	E. R. Vadeboncoeur, WSYR Syracuse	1954
Dist. 3	Leonard Kapner, WCAE Pittsburgh	1953
Dist. 4	Harold Essex, WSJS Winston-Salem, N. C.	1954
Dist. 5	Thad Holt, WAPI Birmingham	1953
Dist. 6	Henry B. Clay, KWKH Shreveport, La.	1954
Dist. 7	Robert T. Mason, WMRN Marion, Ohio	1953
Dist. 8	Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.	1954
Dist. 9	Merrill Lindsay, WSOY Decatur, Ill.	1953
Dist. 10	E. K. Hartenbower, KCMO Kansas City	1954
Dist. 11	H. W. Linder, KWIM Willmar, Minn.	1953
Dist. 12	Jack Todd, KAKE Wichita, Kan.	1954
Dist. 13	Kenyon Brown, KWFT Wichita Falls, Texas	1953
Dist. 14	William C. Grove, KFBC Cheyenne, Wyo.	1954
Dist. 15	Glenn Shaw, KLX Oakland, Calif.	1953
Dist. 16	Albert D. Johnson, KOY Phoenix, Ariz.	1954
Dist. 17	H Quenton Cox, KGW Portland, Ore.	1953

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Frank W. Elliott (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter J. Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Alfred J. McCosker (WOR)	1932-1934
J. Truman Ward (WLAC)	1934-1935
Leo J. Fitzpatrick (WJR)	1935-1936
*Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	7-1-38—3-1-44
J. Harold Ryan (WSPD)	4-15-44—9-30-45
Justin Miller	10-1-45—6-4-51
Harold E. Fellows (WEEI)	6-4-51—

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* *Deceased*

Directors-at-Large		*Term Expires*
Large Stations	Paul W. Morency, WTIC Hartford, Conn.	1954
	John H. DeWitt Jr., WSM Nashville	1953
Medium Stations	A. D. Willard Jr., WGAC Augusta, Ga.	1954
	Hugh B. Terry, KLZ Denver	1953
Small Stations	Edgar Kobak, WTWA Thomson, Ga.	1953
	Lee W. Jacobs, KBKR Baker, Ore.	1954
FM Stations	Michael R. Hanna WHCU-FM, Ithaca	1954
	Ben Strouse, WWDC-FM Washington, D. C.	1953

Television Board
1951–1952

		Term Expires
Chmn.	(Vacant)	
Vice Chmn.	Robert D. Swezey WDSU-TV New Orleans	1952
	Campbell Arnoux, WTAR-TV Norfolk, Va.	1952
	Harry Bannister, WWJ-TV Detroit	1952
	Harold Hough, WBAP-TV Fort Worth	1952
	Clair R. McCollough WGAL-TV Lancaster, Pa.	1952
	**Paul Raibourn, KTLA Los Angeles	1952
	W. D. Rogers Jr., KEYL San Antonio	1952
	George B. Storer Fort Industry Co. Birmingham, Mich.	1952
	Frank M. Russell, NBC Washington, D. C.	1952
	C. J. Witting, DuMont New York	1952

**Address at: Paramount TV Productions, 1501 Broadway, New York.

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1951–1952

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Steering — Eugene S. Thomas, chairman; George B. Storer, Fort Industry Co., Birmingham, Mich.; Robert D. Swezey, WDSU-TV, New Orleans.

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TELEVISION STATIONS IN THE UNITED STATES BY CALL LETTERS

Call Letters	City	Frequency in Mc.	Channel
KDYL-TV	Salt Lake City, Utah	66-72	4
KECA-TV	Los Angeles, California	174-180	7
KEYL	San Antonio, Texas	76-82	5
KFMB-TV	San Diego, California	180-186	8
KGO-TV	San Francisco, California	174-180	7
KHJ-TV	Los Angeles, California	186-192	9
KING-TV	Seattle, Wash.	76-82	5
KLAC-TV	Los Angeles, California	210-216	13
KMTV	Omaha, Nebraska	60-66	3
KNBH	Los Angeles, California	66-72	4
KNXT	Hollywood, California	54-60	2
KOB-TV	Albuquerque, New Mexico	66-72	4
KOTV	Tulsa, Oklahoma	82-88	6
KPHO-TV	Phoenix, Ariz.	76-82	5
KPIX	San Francisco, California	76-82	5
KPRC-TV	Houston, Texas	54-60	2
KRLD-TV	Dallas, Texas	66-72	4
KRON-TV	San Francisco, California	66-72	4
KSD-TV	St. Louis, Missouri	76-82	5
KSL-TV	Salt Lake City, Utah	76-82	5
KSTP-TV	St. Paul, Minnesota	76-82	5
KTLA	Hollywood, California	76-82	5
KTTV	Los Angeles, California	198-204	11
WAAM	Baltimore, Maryland	210-216	13
WABD	New York, New York	76-82	5
WAFM-TV	Birmingham, Alabama	210-216	13
WAGA-TV	Atlanta, Georgia	76-82	5
WATV	Newark, New Jersey	210-216	13
WAVE-TV	Louisville, Kentucky	76-82	5
WBAL-TV	Baltimore, Maryland	198-204	11
WBAP-TV	Fort Worth, Texas	76-82	5
WBEN-TV	Buffalo, New York	66-72	4
WBKB	Chicago, Illinois	66-72	4
WBNS-TV	Columbus, Ohio	192-198	10
WBRC-TV	Birmingham, Alabama	66-72	4
WBTV	Charlotte, North Carolina	60-66	3
WBZ-TV	Boston, Massachusetts	66-72	4
WCAU-TV	Philadelphia, Pennsylvania	192-198	10
WCBS-TV	New York, New York	54-60	2
WCPO-TV	Cincinnati, Ohio	174-180	7
WDAF-TV	Kansas City, Missouri	66-72	4
WDEL-TV	Wilmington, Delaware	174-180	7
WDSU-TV	New Orleans, Louisiana	82-88	6
WDTV	Pittsburgh, Pennsylvania	60-66	3
WENR-TV	Chicago, Illinois	174-180	7
WEWS	Cleveland, Ohio	76-82	5
WFAA-TV	Dallas, Tex.	180-186	8
WFBM-TV	Indianapolis, Indiana	82-88	6
WFIL-TV	Philadelphia, Pennsylvania	82-88	6
WFMY-TV	Greensboro, North Carolina	54-60	2
WGAL-TV	Lancaster, Pennsylvania	66-72	4
WGN-TV	Chicago, Illinois	186-192	9
WHAM-TV	Rochester, New York	82-88	6
WHAS-TV	Louisville, Kentucky	186-192	9
WHBF-TV	Rock Island, Illinois	66-72	4
WHEN	Syracuse, New York	180-186	8
WHIO-TV	Dayton, Ohio	210-216	13
WICU	Erie, Pennsylvania	204-210	12
WJAC-TV	Johnstown, Pennsylvania	210-216	13
WJAR-TV	Providence, Rhode Island	198-204	11
WJBK-TV	Detroit, Michigan	54-60	2
WJIM-TV	Lansing, Michigan	82-88	6
WJZ-TV	New York, New York	174-180	7
WKRC-TV	Cincinnati, Ohio	198-204	11
WKTV	Utica, New York	210-216	13
WKY-TV	Oklahoma City, Oklahoma	66-72	4
WKZO-TV	Kalamazoo, Michigan	60-66	3
WLTV	Atlanta, Ga.	180-186	8
WLWC	Columbus, Ohio	60-66	3
WLWD	Dayton, Ohio	76-82	5
WLWT	Cincinnati, Ohio	66-72	4
WMAL-TV	Washington, D. C.	174-180	7
WMAR-TV	Baltimore, Maryland	54-60	2
WMBR-TV	Jacksonville, Florida	66-72	4
WMCT	Memphis, Tennessee	66-72	4
WNAC-TV	Boston, Massachusetts	174-180	7
WNBF-TV	Binghamton, New York	204-210	12
WNBK	Cleveland, Ohio	66-72	4
WNBQ	Chicago, Illinois	76-82	5
WNBT	New York, New York	66-72	4
WNBW	Washington, D. C.	66-72	4
WNHC-TV	New Haven, Connecticut	82-88	6
WOAI-TV	San Antonio, Texas	66-72	4
WOC-TV	Davenport, Iowa	76-82	5
WOI-TV	Ames, Iowa	66-72	4
WOOD-TV	Grand Rapids, Michigan	174-180	7
WOR-TV	New York, New York	186-192	9
WOW-TV	Omaha, Nebraska	82-88	6
WPIX	New York, New York	198-204	11
WPTZ	Philadelphia, Pennsylvania	60-66	3
WRGB	Schenectady, New York	66-72	4
WSAZ-TV	Huntington, West Virginia	76-82	5
WSB-TV	Atlanta, Georgia	54-60	2
WSM-TV	Nashville, Tennessee	66-72	4
WSPD-TV	Toledo, Ohio	210-216	13
WSYR-TV	Syracuse, New York	76-82	5
WTAR-TV	Norfolk, Virginia	66-72	4
WTCN-TV	Minneapolis, Minnesota	66-72	4
WTMJ-TV	Milwaukee, Wisconsin	60-66	3
WTOP-TV	Washington, D. C.	186-192	9
WTTG	Washington, D. C.	76-82	5
WTTV	Bloomington, Indiana	192-198	10
WTVJ	Miami, Florida	66-72	4
WTVN	Columbus, Ohio	82-88	6
WTVR	Richmond, Virginia	82-88	6
WWJ-TV	Detroit, Michigan	66-72	4
WXEL	Parma, Ohio	186-192	9
WXYZ-TV	Detroit, Michigan	174-180	7

TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

*(Editor's Note: Reproduced here is a complete directory of broadcast station representatives. The listing of a firm does not necessarily mean that it presently is handling television station representation. Where a firm actually is the designated representative of **a television station or stations**, the listings herewith so indicate.)*

ABC-TV SPOT SALES

(American Broadcasting Co.)

New York—7 W. 66th St. Tel.: Susquehanna 3-7000. Nat. TV Sales Mgr.: Don L. Kearney.
Chicago 6—20 N. Wacker Drive. Tel.: Andover 3-0800. Mgr.: Roy McLaughlin.
Hollywood 27—ABC Television Center. Tel.: Normandie 3-3311. TV Sales Mgr.: Robert Laws.
Detroit 26—Stroh Bldg. Tel.: Woodward 3-8321. TV Sales Mgr.: John Pival.
San Francisco 4—155 Montgomery St. Tel.: Exbrook 2-6544. TV Sales Mgr.: Vincent Francis.

Represents Owned Stations:

WJZ-TV New York
KGO-TV San Francisco
WENR-TV Chicago
KECA-TV Los Angeles
WXYZ-TV Detroit

AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: Franklin 2-0961. Gen. Mgr.: Joseph Kapps.

(Stations represented not reported)

AVERY-KNODEL INC.

New York 20—608 Fifth Ave. Tel.: Judson 6-5536. Mgr.: Lewis H. Avery.
Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.
San Francisco 4—235 Montgomery St. Tel.: Yukon 2-3877. Mgr.: David H. Sandeberg.
Los Angeles 15—315 W. Ninth St. Tel.: Tucker 2435. Mgr.: Richard I. Hasbrook.
Atlanta 3—41 Marietta St., N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman.
Dallas 1, Tex.—1915 Elm St. Tel.: Sterling 1558. Mgr.: Clyde B. Melville.

Represents:

WMBR-TV Jacksonville, Fla.
WKZO-TV Kalamazoo, Mich.
WHBF-TV Rock Island, Ill.

WILLIAM A. AYRES CO.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. Owner-Mgr.: William A. Ayres.

Represents:

Donald Cooke Inc.

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Mgr.: Bertha Bannan; Harry Wheeler.

Represents in New England:

WJAR-TV Providence, R. I.

BLAIR-TV INC.

New York 17—159 E. 42d St. Tel.: Murray Hill 6-6263. Pres.: William H. Weldon; Sales Mgr.: Robert M. Dooley.
Chicago 11—520 N. Michigan Ave. Tel.: Mohawk 4-4327. Mgr.: John W. Davis.
Detroit 26—1115 Book Bldg. Tel.: Woodward 5-3230. Mgr.: Charles Fritz.
St. Louis 1—1148 Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
San Francisco 4—3010 Russ Bldg. Tel.: Yukon 2-7068. Mgr. Lindsey H. Spight.
Los Angeles 28—6331 Hollywood Blvd. Tel.: Granite 6103. Mgr.: Carleton Coveny.
Dallas—Rio Grande Nat'l Bldg. Tel.: Randolph 7955. Mgr.: Clarke R. Brown.
Jacksonville—1306 Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings.

Represents:

KTTV (TV) Los Angeles
WTVR (TV) Richmond, Va.
KDYL-TV Salt Lake City
WDSU-TV New Orleans
WOW-TV Omaha, Neb.
KING-TV Seattle
XELD-TV Brownsville-Matamoras
WBNS-TV Columbus, Ohio

HASKELL BLOOMBERG

Lowell, Mass.—39 Kearney Square. Tel.: Lowell 8715. Gen. Mgr.: Haskell Bloomberg.
Lawrence, Mass.—Cregg Bldg. Tel.: Lawrence 2-2148.
Cambridge, Mass.—28 Carleton St. Tel.: Kirkland 7-2355.

(Stations represented not reported)

THE BOLLING CO. INC.

New York 17—480 Lexington Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.
Chicago 1—360 N. Michigan Ave. Tel.: Dearborn 2-5277. Mgr.: John D. Stebbins.
Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: Jess M. Laughlin.
San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: George D. Close.
Boston 16—80 Boyleston St. Tel.: Hubbard 2-0346.

Represents:

WNBF-TV Binghamton,. N. Y.

THE BRANHAM CO.

Chicago—360 N. Michigan Ave. Tel.: Central 6-5726. Mgr.: C. B. Peterson.
New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph F. Timlin.
Atlanta—Rhodes-Harverty Bldg. Tel.: Walnut 3025. Mgr.: H. L. Ralls.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: J. E. Nicholson.
Dallas—First National Bank Bldg. Tel.: Riverside 4884. Mgr.: George Harding.
Detroit—General Motors Bldg. Tel.: Trinity 1-0440. Mgr.: Fred Weber.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: B. C. Finch.
San Francisco 3—703 Market St. Tel.: Yukon 2-1582. Mgr.: Walter F. Patzloff.
Los Angeles 48—6367 Wilshire Blvd.: Tel.: Webster 1-1551. Mgr.: Norman E. Noyes.

Represents:

KFMB-TV San Diego, Calif.
KOB-TV Albuquerque, N. M.
WCPO-TV Cincinnati
WEWS (TV) Cleveland
WMCT (TV) Memphis
KRLD-TV Dallas

BULMER & JOHNSON INC.

Minneapolis 2—WCCO Bldg. Tel.: Lincoln 7017.

(Stations represented not reported)

BURN-SMITH CO. INC.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: C. Stanley Bailey.
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4437. Mgr.: John A. Toothill.

(Stations represented not reported)

CBS TELEVISION SPOT SALES

(A Service of CBS Television)

New York 22—485 Madison Ave. Tel.: Plaza 5-2000. Gen. Sales Mgr.: Thomas H. Dawson; Eastern Sales Mgr.: Sam Cook Digges.
Chicago 11—410 N. Michigan Ave. Tel.: Whitehall 4-6000. Western Sales Mgr.: MacLean Chandler.
Los Angeles 28—Columbia Sq. Tel.: Hollywood 9-1212. Mgr.: Richard C. Elpers.
San Francisco 5—Palace Hotel. Tel.: Yukon 2-7000. Mgr.: L. L. Thompson.
Memphis 3—63 S. Main St. Tel.: 37-8612. Mgr.: H. H. Holtshouser.
Detroit 2—902 Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: Ralph H. Patt Jr.

Represents:

WCBS-TV New York
KNXT (TV) Los Angeles
WCAU-TV Philadelphia
WBTV (TV) Charlotte, N. C.
WTOP-TV Washington
KSL-TV Salt Lake City
WAFM-TV Birmingham

GEORGE W. CLARK INC.

Chicago—333 N. Michigan Ave. Tel.: Central 5-7457. Mgr.: George W. Clark.
New York 19—11 W. 42d St. Tel.: Oregon 5-7457.

(Stations represented not reported.)

THE CONWELL CO.

Kansas City 6—1002 Walnut. Tel.: Victor 1120. Owner: John O. Conwell.

(Stations represented not reported)

DONALD COOKE INC.

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.
Chicago 1—228 N. La Salle St. State 2-5096. Mgr.: Fred R. Jones.
Los Angeles 36—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee F. O'Connell.
Cleveland—402 Swetland Bldg. Tel.: Prospect 1-6100. Mgr.: Howard McClanahan.
Detroit 26—1323 Penobscot Bldg. Tel.: Woodward 2-3080. Mgr.: Charles J. Sheppard.
San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: Bill Ayres.

Represents:

WKTV (TV) Utica, N. Y.

CROSLEY BROADCASTING CORP.

Chicago—360 N. Michigan Ave. Tel.: State 2-6693. Mgr.: Harry F. Albrecht.
New York—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Bernard Musnik.

Represents Owned Stations:

WLWT (TV) Cincinnati
WLWC (TV) Columbus, Ohio
WLWD (TV) Dayton, Ohio

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings.

Represents:

Blair-TV

DORA-CLAYTON AGENCY

Atlanta 3—405 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Dora C. Cossé, Clayton J. Cossé.

Represents:

Forjoe & Co.

DuMONT TV SPOT SALES

New York 22—515 Madison Ave. Tel.: Murray Hill 8-2600.
Chicago—Tribune Tower. Mgr.: David Lasley.
San Francisco—Monadnock Bldg. Richard S. Railton Co. Tel.: Garfield 1-5426.

Represents Owned Stations:

WABD (TV) New York
WDTV (TV) Pittsburgh

EVERETT-McKINNEY INC.

New York 17—40 E. 49th St. Tel.: Plaza 9-3747. Sales Mgr.: Powell Ensign.
Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9052. Midwest Sales Mgr.: Charles Whipple.
Beverly Hills—111 N. LaCienega Blvd. Tel.: Crestview 5-2022.
San Francisco—233 Sansome St. Tel.: Yukon 6-2396.

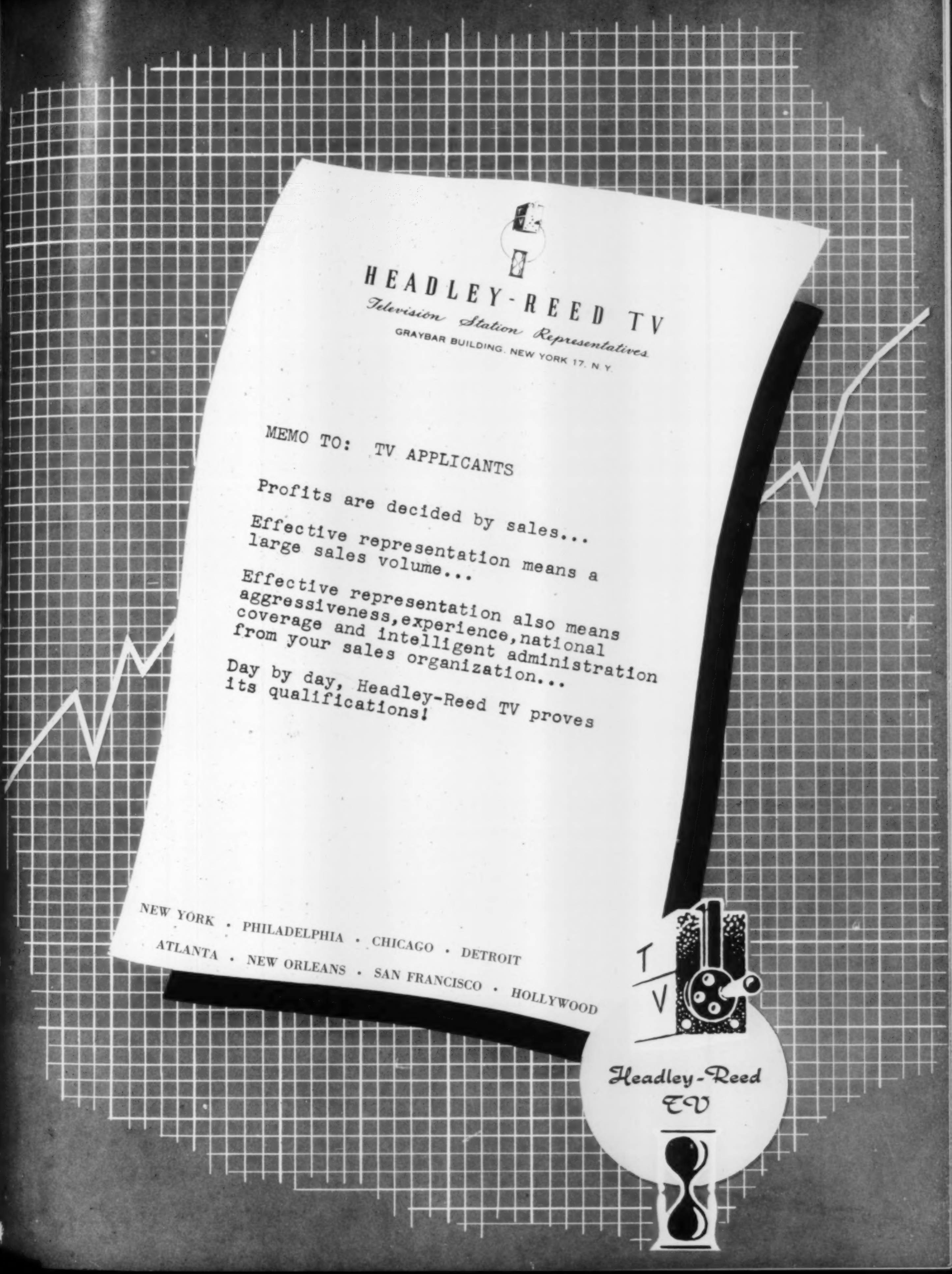
(Stations represented not reported)

FORJOE & CO. INC.

New York 19—29 West 57th St. Tel.: Plaza 5-8501. Pres.: Joseph Bloom; Gen. Mgr.: Joseph Ruggiero; Sales Mgr.: Bernard Howard; Helen Wood; William Ashley.
Chicago 11—435 N. Michigan Ave. Tel.: Delaware 7-1874. Gen. Mgr.: William R. Wyatt; William Snyder.
Los Angeles 14—1127 Wilshire Blvd. Tel.: Madison 6-8329. Mgr.: Lawrence Krasner.
San Francisco 5—591 Market St. Tel.: Sutter 1-7569. Mgr.: Zonabelle Samson.
Atlanta 3—405 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Mgr.: Clayton Cossé and Dora Cossé.

(Stations represented not reported)

(Continued on page 35)



HEADLEY-REED TV

Television Station Representatives

GRAYBAR BUILDING, NEW YORK 17, N.Y.

MEMO TO: TV APPLICANTS

Profits are decided by sales...

Effective representation means a large sales volume...

Effective representation also means aggressiveness, experience, national coverage and intelligent administration from your sales organization...

Day by day, Headley-Reed TV proves its qualifications!

NEW YORK · PHILADELPHIA · CHICAGO · DETROIT

ATLANTA · NEW ORLEANS · SAN FRANCISCO · HOLLYWOOD

GEARED for sales and services

Maintaining 8 owned and operated offices thruout the country, Headley-Reed TV is composed of a large and experienced sales staff plus complete research, promotion and production departments. Its history of sales for represented TV stations has been outstanding. For new stations, Headley-Reed TV initiates a program which assures a successful, intelligent and aggressive selling effort.

1 Research Takes Over

Prepares for all salesmen in all offices analyses of the competition, market data, program information, a brief on the station – policies, equipment, merchandising support, sales presentations. This material, in turn, is passed on to . . .

2 Promotion & Production

Where finished work is produced for agency distribution: - contour coverage maps, market data brochures, program presentations, sales presentations, broadsides of success stories, mail pull and merchandise sold. This information then goes to...

3 The Sales Department

Whose members, in addition to " new business " solicitation efforts, use each promotion for direct calls on advertisers and personal follow ups at agencies. Backed also by a tickler system which tells when spot business cycles expire on both radio and television stations in each market, a continuing effort is made to swing these accounts to the Headley-Reed TV represented stations. It all adds up to . .

4 *Sales*

Headley-Reed TV

NEW YORK · PHILADELPHIA · CHICAGO · DETROIT · ATLANTA · NEW ORLEANS · SAN FRANCISCO · HOLLYWOOD

TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

(Continued from page 32)

FORT INDUSTRY CO.*

New York 22—488 Madison Ave. Tel.: Eldorado 5-2455.

Represents Owned Stations:

WSPD-TV Toledo, Ohio
WAGA-TV Atlanta
WJBK-TV Detroit
KEYL (TV) San Antonio

* In addition, these stations are represented by The Katz Agency.

FREE & PETERS INC.

New York 22—444 Madison Ave. Tel.: Plaza 9-6022. Pres.: H. Preston Peters; National TV Sales Mgr.: I. E. Showerman; Eastern TV Sales Mgr.: John W. Brooke.
Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-6373. Mgr.: John A. Cory.
Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.
Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4225. TV Sales Mgr.: Keith McKenney.
Fort Worth 2—406 W. 7th St. Tel.: Fortune 3349. Mgr.: Joseph W. Evans.
Hollywood 28—6331 Hollywood Blvd. Tel.: 9-2151. TV Sales Mgr.: John A. Serrao.
San Francisco 4—1226 Russ Bldg. Tel.: Sutter 1-3798. TV Sales Mgr.: Lon A. King.

Represents:

WOC-TV Davenport, Iowa
WBAP-TV Ft. Worth-Dallas, Tex.
WAVE-TV Louisville, Ky.
KSD-TV St. Louis
WTVJ (TV) Miami, Fla.
WTCN-TV Minneapolis-St. Paul
WPIX (TV) New York
KRON-TV San Francisco

GILL-KEEFE & PERNA INC.

New York—654 Madison Ave. Tel.: Templeton 8-4740. Pres.: Helen Gill; John J. Perna Jr.
Chicago—75 E. Wacker Drive. Tel.: Central 6-2420. Mgr.: Howard M. Keefe.

(Stations represented not reported)

PAUL GIRARD CO.

Dallas 1—314 Thomas Bldg. Tel.: Sterling 1037.

(Stations represented not reported)

GENE GRANT & CO.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.

(Stations represented not reported)

W. S. GRANT CO. INC.

San Francisco—703 Market St. Tel.: Exbrook 2-6685. Gen. Mgr.: W. S. Grant.
Los Angeles—1127 Sunset Blvd. Tel.: Madison 9-2653. Mgr.: Larry Krasner.
New York—33 W. 42d St. Tel.: Bryant 9-1374.
Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.

(Stations represented not reported)

IRENE GRIFFITH

Hollywood 28—1341 N. Cahuenga Blvd. Tel.: Hillside 3912.
San Francisco 4—681 Market St. Tel.: Douglas 4475.

(Stations represented not reported)

MELCHOR GUZMAN CO. INC.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. Vice Pres. in charge: A. M. Martinez.

Represents:

CMQ-TV Network of Cuba

HARRINGTON, RIGHTER & PARSONS INC.

New York 17—347 Madison Ave. Tel.: Lexington 2-1741. Pres.: John E. Harrington Jr.; V.P.-Treas.: Volney Righter; V.P.-Sec.: James O. Parsons Jr.
Chicago 11—Tribune Tower. Tel.: Whitehall 4-0074.
San Francisco 4—235 Montgomery St. Tel.: Sutter 1-4125. Mgr.: Frank Dougherty.

Represents:

WFMY-TV Greensboro, N. C.
WAAM (TV) Baltimore
WLTV (TV) Atlanta, Ga.
WHAS-TV Louisville, Ky.
WDAF-TV Kansas City
WBEN-TV Buffalo, N. Y.
WTMJ-TV Milwaukee
WTTG (TV) Washington, D. C.

HEADLEY-REED TV

(Division of Headley-Reed)

New York 17—420 Lexington Ave. Tel.: Murray Hill 5-8701. Pres.: Frank W. Miller Sr.; Sec.-Treas.: Frank W. Miller Jr.; V. P. in chg. of TV: W. B. Faber; V. P.-Mgr. N. Y. Office: Sterling B. Beeson.
Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-4686. V. P.-Mgr.: John H. Wrath.
Detroit 26—2019 Penobscot Bldg. Tel.: Woodward 2-7371. Mgr.: Harold V. Barrett.
Atlanta 3—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman Jr.
San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Ralph W. Mitchell.
Hollywood 28—Taft Bldg. Tel.: Hillside 7738. Mgr.: Clark Barnes.
New Orleans—International Trade Mart Bldg. Tel.: Tulane 3362. Mgr.: Milton DeReyna.
Philadelphia—1216 Lincoln Liberty Bldg. Tel.: Locust 4-0678. Mgr.: Robert S. Dome.

Represents:

WICU (TV) Erie, Pa.
WTVN (TV) Columbus, Ohio
WSYR-TV Syracuse, N. Y.

GEORGE P. HOLLINGBERY CO.

Chicago 1—307 N. Michigan Ave. Tel.: Andover 3-2636. Mgr.: George P. Hollingbery.
New York 18—500 Fifth Ave. Tel.: Bryant 9-3960. Mgr.: F. E. Spencer Jr. V.P. in Chg. TV: Eugene S. Thomas.
Atlanta 3—223 Peachtree St. Tel.: Cypress 1489. Mgr.: Richard N. Hunter.
San Francisco 4—400 Montgomery St. Tel.: Douglas 2-7192. Mgr.: George Lindman.
Los Angeles 13—411 W. Fifth St. Tel.: Madison 6-3633. Mgr.: Harry H. Wise Jr.

Represents:

WWJ-TV Detroit
WHAM-TV Rochester, N. Y.
WHIO-TV Dayton, Ohio
* WGN-TV Chicago

* Except in Chicago, New York, Boston, Detroit, Minneapolis, Milwaukee, Cincinnati and Philadelphia.

DON HOWARD & CO.

Del Ro, Tex.—Foster Bldg. Tel.: 1017. Owner: Don Howard.

(Stations represented not reported)

H-R REPRESENTATIVES INC.

New York 17—405 Lexington Ave. Tel.: Murray Hill 9-2606. Pres.-Treas.: Frank M. Headley; Exec. V.P.: Dwight S. Reed; V.P.-Sec.: Frank E. Pellegrin; V.P.: Paul R. Weeks; V.P.: Carlin S. French; Allen W. Kerr; James W. LeBaron.
Chicago 3—35 E. Wacker Drive. Tel.: Randolph 6-0113. V.P.: Dwight S. Reed; V. P.: Carlin S. French.
San Francisco—110 Sutter St. Tel.: Exbrook 2-3407. James M. Alspaugh.
Hollywood—710 Equitable Bldg. Tel.: Granite 1480. V.P.: Harold Lindley.

Represents:

WJIM-TV Lansing, Mich.
WNAC-TV Boston
*WOR-TV New York

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* West Coast only.

INDIE SALES INC.

New York 17—60 E. 42d St. Tel.: Murray Hill 2-4813. Pres.: Jack Koste; Vice Pres.: Oscar Lutz.
Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-0016.
Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812. Mgr.: Gene Grant.

(Stations represented not reported)

INTER-AMERICAN PUBLICATIONS INC.

New York 17—41 E. 42d St. Tel.: Murray Hill 2-0886. Pres.: Angel Ramos; V. P.-Treas.: Jose Oviedo; Sec.: Frank Navarro.

(Stations represented not reported)

INTERSTATE UNITED NEWSPAPERS

New York—545 Fifth Ave. Tel.: Murray Hill 2-5452. TV Director: Joseph L. Wooton.
Chicago—25 E. Jackson Blvd. Tel.: Webster 9-7260. Mgr.: L. J. Pollard.
Detroit—2146 St. Antoine St. Tel.: Cadillac 4497.
Los Angeles—4822 S. Avalon Blvd. Mgr.: Ted Washington.

(Stations represented not reported.)

FRED R. JONES CO.

Chicago—228 N. La Salle St. Tel.: State 2-5096.

Represents:

WKTV (TV) Utica, N. Y.

THE KATZ AGENCY

New York 22—488 Madison Ave. Tel.: Plaza 9-4460. Natl. TV Sales Mgr.: Scott Donahue Jr.; Dir. of TV Station Relations: Edward Codel.
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-7343. Mgr.: Gerald H. Gunst.
Detroit 2—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.: Thomas J. Flanagan Jr.
Atlanta 3—22 Marietta St. Tel.: Alpine 1637. Mgr.: Fred M. Bell.
Dallas 1—505 Ervay St. Tel.: Randolph 7936. Mgr.: David Rutledge.
San Francisco 4—Russ Bldg. Tel.: Sutter 1-7434. Mgr.: Donald C. Staley.
Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Stanley J. Reulman.

Represents:

WOOD-TV Grand Rapids, Mich.
WJAC-TV Johnstown, Pa.
KLAC-TV Los Angeles
WNHC-TV New Haven, Conn.
WAGA-TV Atlanta, Ga.
WFBM-TV Indianapolis
WMAR (TV) Baltimore
WJBK-TV Detroit
WHEN (TV) Syracuse, N. Y.
WKRC-TV Cincinnati
WXEL (TV) Cleveland
WSPD-TV Toledo, Ohio
WKY-TV Oklahoma City
WFIL-TV Philadelphia
KPIX (TV) San Francisco
KMTV (TV) Omaha, Neb.
WSAZ-TV Huntington, W. Va.
WMAL-TV Washington, D. C.
KEYL (TV) San Antonio

JOHN KEATING

Portland, Ore.—Alderway Bldg. Tel.: Beacon 4107. Mgr.: Don P. Motter.
Seattle, Wash.—2d & Pine Bldg. Tel.: Elliott 6520. Mgr.: James A. McLoughlin.

(Stations represented not reported)

KEENAN, HUNTER & DIETRICH

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-1323. Pres.: W. Hubbard Keenan; V.P.: John W. Banister; Secy.-Treas.: Maxwell Hunter.
Los Angeles—5638 S. Van Ness Ave. Tel.: Dunkirk 8458. V.P. in Charge: George G. Dietrich Jr.
Portland 4, Ore.—333 S.W. Oak St. Tel.: Broadway 3210. Mgr.: Frank J. McHugh Jr.

Represents:

The O. L. Taylor Co.
Harrington, Righter & Parsons

THE KENNEDY CO.

Philadelphia 2—1806 Packard Bldg. Tel.: Rittenhouse 6-8546.

(Stations represented not reported.)

(Continued on page 36)

TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

(Continued from page 35)

KETTELL-CARTER

Boston—John Hancock Bldg. Tel.: Liberty 2-5799. Partners: Elmer Kettell, Marjorie Carter.

Represents in New England and New York State:

WOR-TV New York
WSYR-TV Syracuse, N. Y.

A. LEWIS KING

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-8276.

(Stations represented not reported)

ORVILLE LAWSON & ASSOC.

Minneapolis 2—935 Northwestern Bank Bldg. Tel.: Geneva 9631. Owner: Orville F. Lawson. Office Mgr.: Mrs. Edna H. Brautigam. Acct. Executive: Loren Sorensen.

(Stations represented not reported)

JOSEPH HERSHEY McGILLVRA INC.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres.: Joseph H. McGillvra.
Chicago 1—185 N. Wabash Ave. Tel.: State 2-5282. V.P. and Mgr.: Hub Jackson
Los Angeles 5—2330 West 3d St. Tel.: Dunkirk 7-4388. Mgr.: Robert W. Walker.
San Francisco 4—57 Post St. Tel.: Sutter 1-5568. Mgr.: Rogers P. Parratt.

(Stations represented not reported.)

FRANK J. McHUGH JR.

Portland 4, Ore.—710 Lewis Bldg. Tel.: Broadway 3210.

(Stations represented not reported)

MEEKER TV INC.

New York 17—521 Fifth Ave. Tel.: Murray Hill 2-2170. Gen. Mgr.: Robert D. C. Meeker; Eastern Mgr.: Louis J. F. Moore. Edgar B. Filion, Ben F. Conway, Glen Lau.
Chicago 1—333 N. Michigan Ave. Tel.: Central 6-1742. Mgr.: Carlton F-J Jewett. Lois Thompson.
San Francisco 4—Russ Bldg. Tel.: Yukon 6-4940. Mgr.: Donald L. Pontius.
Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408. Mgr.: Tracy Moore.

Represents:

WDEL-TV Wilmington, Del.
WTTV (TV) Bloomington, Ind.
WGAL-TV Lancaster, Pa.

NATIONAL BROADCASTING CO. (NBC SPOT)

(National Spot Sales Dept.)

New York 20—30 Rockefeller Plaza. Tel.: Circle 7-8300. Dir.: James V. McConnell; Eastern TV Sales Mgr.: Richard H. Close. Sales Dev., Adv. and Prom. Mgr.: H. Norman Neubert.
Chicago 54—Merchandise Mart. Tel.: Superior 7-8300. Central TV Sales Mgr.: Robert Ewing.
Cleveland 14—815 Superior Ave. N.E. Tel.: Cherry 1-0942. TV Sales Rep.: John C. Treacy.
Hollywood 28—Sunset & Vine. Tel.: Hollywood 9-6161. TV Sales Rep.: Wm. Doty Edouarde.
San Francisco 2—Taylor & O'Farrell Sts. Tel.: Graystone 4-8700. Sales Rep.: Carl Nielsen.

Represents:

WNBT (TV) New York
WNBQ (TV) Chicago
KNBH (TV) Hollywood
WNBK (TV) Cleveland
WPTZ (TV) Philadelphia
WNBW (TV) Washington
WBZ-TV Boston
WRGB (TV) Schenectady-Albany-Troy

NATIONAL TIME SALES

New York 17—17 E. 42d St. Tel.: Murray Hill 2-0810. Sales Mgr.: Arthur Gordon.
Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200. Harlan G. Oakes.
Chicago—3216 Pure Oil Bldg. Paul Elsberry.

(Stations represented not reported)

JOHN E. PEARSON CO.

New York—250 Park Ave. Tel.: Plaza 8-2255. John E. Pearson, Russ Walker, John S. Stewart, Ray D. Scofield.

Chicago—333 N. Michigan Ave. Tel.: State 2-7494. Mgr.: Frank M. Reed; Kay Fisher, James W. Rohrs.

Dallas—1312½ Commerce St. Tel.: Prospect 3723. H. W. Maier Jr., Viola Miller.

Minneapolis—1406 Northwestern Bank Bldg. Tel.: Lincoln 5689. James Bowden, Betty Pearson.

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(Continued on page 38)

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(Continued from page 37)

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Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934 (Deceased)
Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)
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March 15, 1927—October 8, 1927 (Deceased)
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November 14, 1927—July 10, 1934
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May 2, 1929—July 19, 1932 (Deceased)
William D. L. Starbuck, New York
May 2, 1929—February 23, 1934
Thad H. Brown, Ohio
January 21, 1932—July 10, 1934 (Deceased)
James H. Hanley, Nebraska
April 1, 1933—July 10, 1934 (Deceased)

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Anning S. Prall, New York
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Frank R. McNinch, North Carolina
October 1, 1937—August 31, 1939 (Deceased)
Eugene O. Sykes, Mississippi
July 11, 1934—April 5, 1939 (Deceased)
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July 1, 1945—March 6, 1946 (Deceased)
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March 30, 1945—October 31, 1947
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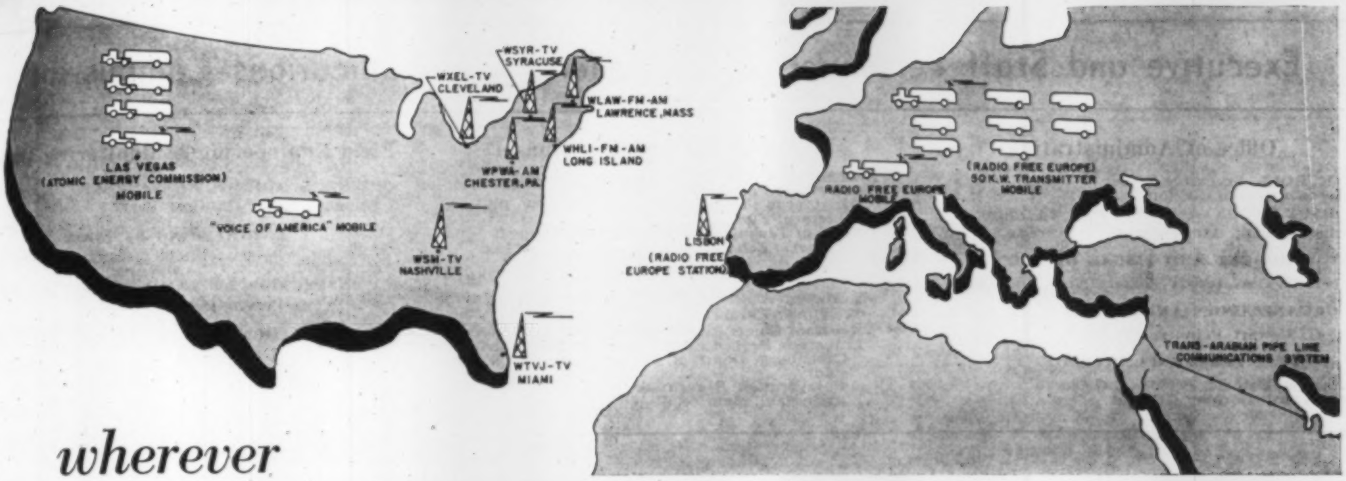
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(Personnel to be designated)

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Joe H. McKinney Gulf States Region	332 U. S. Appraisers Bldg. Houston 11, Tex.	8, 9, 10
Kenneth G. Clark South Pacific Region	323A Customhouse San Francisco 26	11, 12, 15
Geo. V. Wiltse North Pacific Region	801 Federal Office Bldg. Seattle 4, Wash.	13, 14
William J. McDonell Central States Region	876 U. S. Court House Chicago 4	16, 17, 18
Emery H. Lee Great Lakes Region	1029 New Federal Bldg. Detroit 26, Mich.	19, 20
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Charles T. Manning Alaskan Region	Room 52 Federal Bldg. Anchorage, Alaska	23

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4	Baltimore 2, Md.	508 Old Town Bank Bldg.	Hyman A. Cohen
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6	Atlanta 3, Ga.	411 Federal Annex	W. D. Johnson
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8	New Orleans 16, La.	400 Audubon Bldg.	Theodore G. Deiler
	Mobile 10, Ala.	419 U. S. Court House and Customhouse Bldg. (Sub-Office)	George E. Franklin
9	Houston 11, Tex.	324 U. S. Appraisers Bldg.	Louis L. McCabe
	Beaumont, Tex.	329 Post Office Bldg. (Sub-Office)	Eric D. Coburn
	Galveston	406 Post Office Bldg. (Sub-Office)	Wayne E. Hall
10	Dallas 2, Tex.	500 U. S. Terminal Annex	John H. Homsy
11	Los Angeles 12, Cal.	539 U. S. Post Office & Courthouse Bldg.	Bernard H. Linden
	San Diego 1, Cal.	230 U. S. Customhouse and Courthouse (Sub-Office)	Ney R. Landry
	San Pedro, Cal.	326 U. S. Post Office and Courthouse Bldg. (Ship Office)	James Homsy
12	San Francisco 26, Cal.	323A Customhouse	Francis V. Sloan
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(See Separate Listing, Page 26)

EXPERIMENTAL TELEVISION STATIONS IN THE UNITED STATES

CALIFORNIA

KM2XAZ, Los Angeles — Licensed to Pacific Video Pioneers (John H. Poole) on 520-540 and 780-800 mc with 200 w.

KM2XCW, San Francisco—Licensed to Television California on 580-630 mc with 1 kw (pulse).

CONNECTICUT

KC2XAK, Stratford (Bridgeport)—Licensed to National Broadcasting Co. on 529-535 mc with 1 kw. KC2XCY has Special Temporary Authority to use 850-856 mc with 300 w.

ILLINOIS

KS2XBR, Chicago—Licensed to Zenith Radio Corp. on 512-528 mc with 1 kw. KS2XBS is also licensed to Zenith Radio Corp. on Channel 2 (54-60 mc).

KANSAS

KA2XBD, Manhattan — Licensed to Kansas State College of Agriculture & Applied Science on frequencies to be assigned with 400 w (peak).

NEW JERSEY

KE2XHY, Alpine—Construction permit to Edwin H. Armstrong on 600-620 mc with 50 kw.

KE2XHZ, Nutley—Licensed to Federal Telecommunications Laboratories Inc. on Channels 2-13 inclusive with 5.5 kw.

NEW YORK

KE2XDR, New York—Licensed to Allen B. DuMont Laboratories Inc. on 700-720 mc with 5 kw. KE2XDN is mobile unit on 600-620 mc with 1 kw (peak) used with KE2XDR.

KE2XIA, New York—Licensed to Columbia Broadcasting System Inc. on 560-580 mc with 1 kw (peak). KE2XJC is mobile unit on 840-860 mc with 35 w peak used with KE2XIA.

KE2XHX, Syracuse—Construction permit to General Electric Co. on Channels 2-13 and 480-890 with 50 kw (peak).

OHIO

KQ2XBH, Cincinnati — Licensed to Crosley Broadcasting Corp. on 529-535 mc with 100 w.

PENNSYLVANIA

KG2XAZ, Allentown-Bethlehem-Easton — Licensed to Associated Broadcasters Inc. on 511-519 mc with 5 kw (pulse). Main transmitter at Allentown, booster at Easton.

KG2XDU, Emporium — Construction permit to Sylvania Electric Products Inc. on 509-529 and 870-890 mc with 300 w (peak).

KG2XDI, Lancaster—Construction permit to Conestoga Television Association Inc. on 590-610 mc, with 5 kw.

TELEVISION IN OCCUPIED DWELLING UNITS, FOR THE UNITED STATES, BY RESIDENCE:

1950 — From U.S. Census Bureau
(Statistics are in thousands; add 000)

	Total		Urban and Rural Nonfarm						Rural farm	
			Total		Urban		Rural Nonfarm			
	No.	%	No.	%	No.	%	No.	%	No.	%
All occupied dwelling units	42,520	....	36,626	....	28,108	....	8,518	....	5,894	....
No. reporting	41,704	100.0	35,987	100.0	27,644	100.0	8,342	100.0	5,717	100.0
With television	5,120	12.3	4,946	13.7	4,376	15.8	571	6.8	174	3.0
No television	36,584	87.7	31,040	86.3	23,268	84.2	7,772	93.2	5,543	97.0

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ANDREW CORP.—363 E. 75th St., Chicago 19. Tel.: Triangle 4-4400.

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WILLIAM E. BENNS JR.—3738 Kanawha St., N.W., Washington, D. C. Tel.: Ordway 8071.

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A. R. BITTER—1700 Wayne St., Toledo 9, Ohio. Tel.: Kingswood 7631.

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STATISTICS OF TELEVISION AUTHORIZATIONS

1940—1952

(Compiled from FCC records. Note: Data prior to 1946 is incomplete. Best estimate is used.)

Date	6-30-40	7-1-41[1]	6-30-42	6-30-43	6-30-44	6-30-45	6-30-46	6-30-47	6-30-48	9-30-48[2]	1-1-49	6-30-49	1-1-50	6-30-50	1-1-51	6-30-51	1-1-52
Experimental (Includes auxiliaries)	26	45[3]	36	28[4]	27[5]	47[6]	58	81	124	157	182	205	215	206	234	213	219
Licensed	..	1	3	4	6	6	6	6	7	7	7	13	31	47	56	81	93
Construction Permit (on Air)	..	1	1	..	..	..	..	5	22[7]	30	44	57	67	58	51	26	15
Construction Permit (not on Air)	..	..	6	3	2	..	24	55	80	87	73	47	13	4	2	2	..
Total on Air	..	2	4	9[4]	8[5]	9[6]	6	11	29	37	51	70	98	105	107	107	108
Total Authorized	..	..	10	12[4]	10[5]	9[6]	30	66	109	124	124	117	111	109	109	109	108
Applications	..	..	..	..	52	118	158	10	294	304	311	338	353	351	374	415	475

[1] Commencement of licensing of commercial television by FCC. Halted April 27, 1942, by World War II freeze on new construction of stations to save critical materials.

[2] Freeze on new construction pending reallocation proceedings.

[3] Includes 16 experimental stations with program authorizations.

[4] Includes five experimental stations rendering program service.

[5] Includes two experimental stations rendering program service.

[6] Includes three experimental stations rendering program service.

[7] Includes KM2XBD Los Angeles, which began commercial operation 5-6-48 under special authorization. Became KTSL under regular construction permit 10-9-50. Now is KNXT.

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Midlen, John, Munsey Bldg., Washington.
Miles, Clarence W., Mathieson Bldg., Baltimore.
Miller, John Roberts, Sullivan & Cromwell, 48 Wall St., New York.
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Morgan, Edward P., Welch, Mott & Morgan, 710 Fourteenth St., N. W., Washington.
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Moser, J. G., Guarantee Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
Moser, John B., 360 N. Michigan Ave., Chicago.
Mott, Harold E., 710 - 14th St., N. W., Washington.
Munger, Alfred C., First National Bank Bldg., Omaha, Neb.
Murray, Thomas Joseph, Balboa Bldg., San Francisco.
Myse, Daryal A., 822 Connecticut Ave., N. W., Washington.

N

Neu, James H., 117 West Garro St., Plymouth, Ind.
Newton, Blake T. Jr., 725 - 13th St., N. W., Washington.
Niner, Isidor, 366 Madison Ave., New York.
North, Ernest E., American Telephone & Telegraph Co., 32 Avenue of the Americas, New York.
Norris, George Jr., ABC, 30 Rockefeller Plaza, New York.

O

O'Brien, Seymour, Mathieson Bldg., Baltimore.
O'Bryan, Paul A., Dow, Lohnes & Albertson, Munsey Bldg., Washington.
O'Callaghan, Robert Dennis, National Bank of Commerce Bldg., San Antonio, Tex.
O'Hare, Richard C., Investment Bldg., Washington.
Ockershausen, Harry J., Dempsey & Loplowitz, Bowen Bldg., Washington.
Oppenheimer, Monroe, Woodward Bldg., Washington.

P

Pantzer, Kurt F., Merchants Bank Bldg., Indianapolis, Ind.
Panzer, Irving R. M., Dupont Circle Bldg., Washington.
Patrick, Duke M., Colorado Bldg., Washington.
Pepper, Vincent A., 710 14th St., N. W., Washington.
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Pischke, Vail W., 724 Ninth St., N. W., Washington.
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Prince, D. F., Prince, Taylor & Crampton, 815 - 15th St., N. W., Washington.

Q

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Quisenberry, John T., American Telephone & Telegraph Co., 195 Broadway, New York.

R

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Ream, Joseph H., 485 Madison Ave., New York.
Reams, Frazier, 303 Bell Bldg., Toledo, Ohio.
Redmond, William P., 610 South Broadway, Los Angeles.
Reilly, John F., 5611 Chesterbrook Rd., Washington.
Rennekamp, Kenneth E., 513 Berger Bldg., Pittsburgh.
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Ryan, William, 122 W. Washington Ave., Madison, Wis.

S

St. Clair, Orla, 130 Montgomery St., San Francisco.
Sakowitz, Theodore J., Seybold Bldg., Miami.
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Stout, Clair L., Dow, Lohnes & Albertson, Munsey Bldg., Washington.
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Sutton, George O., National Press Bldg., Washington.
Swezey, Robert D., WDSU, Hotel Monteleone, New Orleans.

T

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Tyler, Varro E., 109 South Ninth St., Nebraska City, Neb.

V

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Van Orsdel, Ralph, 314 Sonora Dr., San Mateo, Calif.

W

Walker, Henry B., Old National Bank Bldg., Evansville, Ind.
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Weaver, Henry B., Jr., Tower Bldg., Washington.
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Wheeler, Edward K., 815 - 15th St., N. W., Washington.
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Wilkinson, Glen A., 744 Jackson Place, Washington.
Wilkinson, Vernon L., Haley, McKenna & Wilkinson, 1101 Connecticut Ave., N. W., Washington.
Williams, A. Rea, Investment Bldg., Washington.
Willis, John W., 1728 Massachusetts Ave., N. W., Washington.
Wilner, Morton H., Woodward Bldg., Washington.
Wilson, James E., DeSales Bldg., Washington.
Wilson, Thomas W., Dow, Lohnes & Albertson, Munsey Bldg., Washington.
Winter, Harrison L., 10 Light St., Baltimore.
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Wyatt, Wilson W., Marion E. Taylor Bldg., Louisville, Ky.

Y

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Young, Verne R., American Bldg., 1317 F St., N. W., Washington.
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XUM

TELEVISION STATIONS WITH NEWSPAPER AFFILIATION

The following tabulation, showing newspaper ownership or affiliation of TV stations in the United States, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

CALIFORNIA

KLAC-TV, Los Angeles—Construction permit to KMTR Radio Corp., same ownership (Mrs. Dorothy Schiff) as *New York Post.*

KTTV, Los Angeles—Licensed to KTTV Inc., same ownership as *Los Angeles Times.*

KRON-TV, San Francisco—Licensed to Chronicle Publishing Co., publisher of *San Francisco Chronicle.*

DELAWARE

WDEL-TV, Wilmington — Licensed to WDEL Inc., same ownership (Steinman & Steinman) as *Lancaster* (Pa.) *Intelligencer-Journal* and *New Era* (WGAL-TV). Stations operated independently.

DISTRICT OF COLUMBIA

WMAL-TV, Washington — Licensed to Evening Star Broadcasting Co. Inc., same ownership as *Washington Star.*

WTOP-TV, Washington — Licensed to WTOP Inc., 55% owned by *Washington Post.*

GEORGIA

WAGA-TV, Atlanta—Licensed to Fort Industry Co. George B. Storer, president of Fort Industry Co., owns *Miami Beach Florida Sun.* See also WSPD-TV, Toledo, Ohio, WJBK-TV Detroit, KEYL San Antonio.

WSB-TV Atlanta—Construction permit to Atlanta Newspapers Inc., publisher of *Atlanta Journal and Constitution.* Same interests (James M. Cox) publish *Dayton* (Ohio) *News* and *Journal-Herald* (WHIO-TV), *Miami News, Springfield* (Ohio) *News* and *Sun.*

ILLINOIS

WGN-TV, Chicago—Licensed to WGN Inc., same ownership (Robert R. McCormick) as *Chicago Tribune, New York News* (WPIX), *Washington Times-Herald.*

WHBF-TV, Rock Island—Licensed to Rock Island Broadcasting Co., same ownership as *Rock Island Argus.*

KENTUCKY

WHAS-TV, Louisville — Licensed to WHAS Inc., same ownership as *Louisville Courier-Journal* and *Times.*

MARYLAND

WBAL-TV Baltimore — Licensed to Hearst Radio Inc., same ownership as *Baltimore News-Post, New York Journal-American* and *Mirror, Albany* (N.Y.) *Times-Union, Boston Record* and *American, Pittsburgh Sun-Telegraph* (WCAE), *Chicago Herald-American, Milwaukee Sentinel* (WISN), *Detroit Times, San Francisco Examiner* and *Call-Bulletin, Los Angeles Examiner* and *Herald-Express, San Antonio Light, Seattle Post-Intelligencer* (25% ownership in KING-TV).

WMAR-TV, Baltimore—Licensed to A. S. Abell Co., publisher of *Baltimore Sunpapers.*

MICHIGAN

WJBK-TV, Detroit — Licensed to Fort Industry Co. George B. Storer, president of Fort Industry Co., owns *Miami Beach Florida Sun.* See also WAGA-TV; Atlanta; WSPD-TV, Toledo; KEYL San Antonio.

WWJ-TV, Detroit — Licensed to Evening News Association, publisher of *Detroit News.*

MINNESOTA

WTCN-TV, Minneapolis-St. Paul — Licensed to Mid Continent Radio-Television Co., half-owned by Northwest Publications Inc. (Ridder), publisher of *St. Paul Pioneer-Press* and *Dispatch.*

MISSOURI

WDAF-TV, Kansas City — Licensed to Kansas City Star Co., publisher of *Kansas City Star.*

KSD-TV, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch.*

NEBRASKA

WOW-TV, Omaha—Licensed to Radio Station WOW Inc., owned by Meredith Publishing Co., publisher of *Better Homes & Gardens, Successful Farming.* See also WHEN, Syracuse, N.Y.

NEW MEXICO

KOB-TV Albuquerque — Construction permit to Albuquerque Broadcasting Co., same ownership as *Albuquerque Journal.*

NEW YORK

WBEN-TV, Buffalo—Licensed to WBEN Inc., same ownership as *Buffalo News.*

WPIX, New York—Construction permit to WPIX Inc., same ownership (Robert R. McCormick) as *New York News, Chicago Tribune* (WGN-TV), *Washington Times-Herald.*

WHEN, Syracuse—Construction permit to Meredith Syracuse Television Corp., same ownership as Meredith Publishing Co., publisher of *Better Homes & Gardens, Successful Farming.* See also WOW-TV, Omaha, Neb.

WSYR-TV, Syracuse—Construction permit to Central New York Broadcasting Corp., same ownership (S. I. Newhouse) as *Syracuse Post-Standard* and *Herald-Journal, Newark* (N.J.) *Star-Ledger, Long Island Press* and *Star-Journal, Staten Island* (N.Y.) *Advance, Nassau* (N.Y.) *Review Star.*

NORTH CAROLINA

WBTV, Charlotte—Licensed to Jefferson Standard Life Insurance Co. which owns minority interest in *Greensboro* (N.C.) *News* and *Record* (WFMY-TV).

WFMY-TV, Greensboro — Licensed to Greensboro News Co., publisher of *Greensboro News* and *Record.* See also WBTV, Charlotte, N.C.

OHIO

WCPO-TV, Cincinnati — Licensed to Scripps-Howard Radio Inc., same ownership as *Cincinnati Post.* See also WEWS Cleveland.

WKRC-TV, Cincinnati—Licensed to Radio Cincinnati Inc., same ownership as *Cincinnati Times-Star.*

WEWS, Cleveland—Licensed to Scripps-Howard Radio Inc., same ownership as *Cleveland Press, New York World-Telegram & Sun, Cincinnati Post* (WCPO-TV), *Pittsburgh Press, Columbus* (Ohio) *Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal* and *Press-Scimitar* (WMCT), *Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington* (Ky.) *Post, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald.*

WBNS-TV Columbus—Licensed to Dispatch Printing Co., publisher of *Columbus Dispatch.*

WTVN, Columbus—Licensed to Picture Waves Inc., same ownership (Edward Lamb) as *Erie* (Pa.) *Dispatch* (WICU).

WHIO-TV, Dayton—Licensed to Miami Valley Broadcasting Corp., same ownership (James M. Cox) as *Dayton News* and *Journal-Herald, Atlanta Journal* and *Constitution* (WSB-TV), *Miami News* and *Springfield* (Ohio) *News* and *Sun.*

WSPD-TV, Toledo—Licensed to Fort Industry Co. George B. Storer, president of Fort Industry Co., owns *Miami Beach Florida Sun.* See also WAGA-TV Atlanta, Ga.; WJBK-TV Detroit and KEYL San Antonio.

OKLAHOMA

WKY-TV, Oklahoma City—Licensed to WKY Radiophone Co., same ownership as *Oklahoma City Oklahoman* and *Times.*

PENNSYLVANIA

WICU, Erie—Licensed to Dispatch Inc., publisher of *Erie Dispatch.*

WJAC-TV, Johnstown — Licensed to WJAC Inc., same ownership as *Johnstown Tribune.*

WGAL-TV, Lancaster — Licensed to WGAL Inc., same ownership (Steinman & Steinman Inc.) as *Lancaster Intelligencer-Journal* and *New Era.* See also WDEL-TV, Wilmington, Del. Stations operated independently.

WCAU-TV, Philadelphia — Licensed to WCAU Inc., same ownership as *Philadelphia Bulletin.*

WFIL-TV, Philadelphia — Licensed to Triangle Publications Inc., publisher of *Philadelphia Inquirer.*

TENNESSEE

WMCT, Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal* and *Press-Scimitar.* For other Scripps-Howard newspapers, see WEWS, Cleveland.

TEXAS

KRLD-TV, Dallas—Licensed to KRLD Radio Corp., same ownership as *Dallas Times-Herald.*

WFAA-TV, Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News.*

WBAP-TV, Fort Worth — Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram.*

KPRC-TV, Houston—Licensed to Houston Post Co., publisher of *Houston Post.*

KEYL, San Antonio—Licensed to San Antonio Television Co., owned by Fort Industry Co. George B. Storer, president of Fort Industry Co., owns *Miami Beach Florida Sun.* See also WAGA-TV Atlanta, Ga.; WJBK-TV Detroit and WSPD-TV Toledo.

VIRGINIA

WTAR-TV, Norfolk—Licensed to WTAR Radio Corp., same ownership as *Norfolk Virginian-Pilot* and *Ledger-Dispatch.*

WASHINGTON

KING-TV, Seattle—Licensed to KING Broadcasting Co., 25% owned by Hearst Radio Inc., same ownership as *Seattle Post-Intelligencer.* See also WBAL-TV, Baltimore, Md.

WEST VIRGINIA

WSAZ-TV, Huntington — Licensed to WSAZ Inc., 90% owned by Huntington Publishing Co., publisher of *Huntington Herald-Dispatch* and *Advertiser.*

WISCONSIN

WTMJ-TV, Milwaukee — Licensed to The Journal Co., publisher of *Milwaukee Journal.*

MEXICO

XELD-TV, Matamoros, Tams.—Licensed to Romulo O'Farril Sr., publisher of *Mexico City Novedades.*

PRODUCTION OF TELEVISION SETS 1946-1951

	Total TV Sets Manufactured		Receiving Tubes Used in New TV Sets and for Replacement		Total TV Picture Tubes Manufactured		Total Receiving Sets Manufactured	TV Stations	Homes With	Total TV Sets in Use	At Close
	Number	Retail Value	Number	Retail Value	Number	Retail Value	AM—FM—TV	On Air	TV Sets	in U.S.	of
1946	10,000	$ 5,000,000	350,000	$ 588,000	20,000	$ 100,000	14,010,000	5	8,000	8,000	1946
1947	250,000	100,000,000	8,500,000	15,000,000	300,000	150,000	17,250,000	20	250,000	250,000	1947
1948	1,000,000	350,000,000	32,200,000	53,000,000	1,500,000	75,000,000	17,000,000	44	1,000,000	1,000,000	1948
1949	3,000,000	950,000,000	87,000,000	146,000,000	3,500,000	210,000,000	13,000,000	100	4,000,000	4,000,000	1949
1950	7,500,000	2,700,000,000	225,000,000	378,000,000	8,000,000	400,000,000	22,100,000	107	10,400,000	10,500,000	1950
1951	5,600,000	2,100,000,000	161,000,000	270,000,000	6,000,000	300,000,000	19,100,000	108	15,500,000	15,750,000	1951

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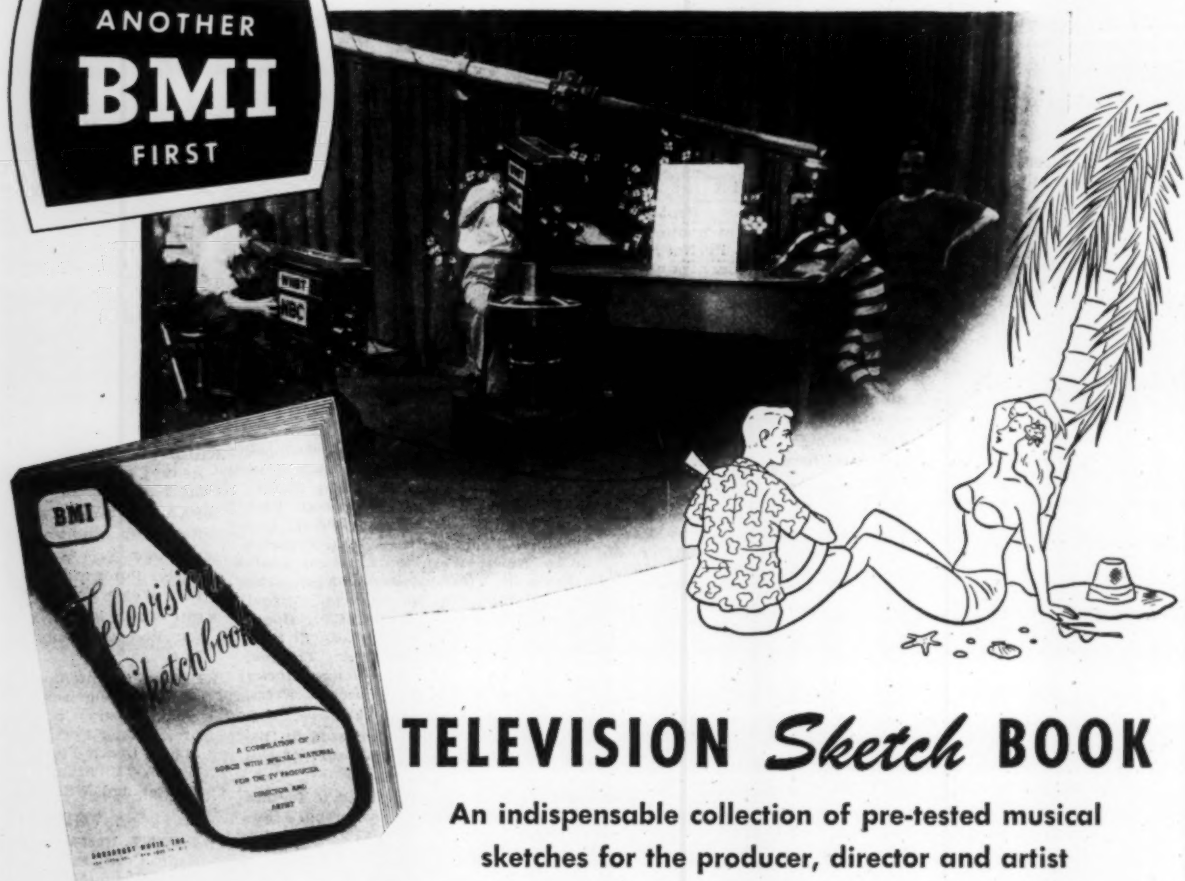
ANOTHER
BMI
FIRST


NBC
BMI
Television Sketchbook
A COMPILATION OF SONGS WITH SPECIAL MATERIAL FOR THE TV PRODUCER DIRECTOR AND ARTIST
BROADCAST MUSIC, INC.

TELEVISION *Sketch* BOOK

An indispensable collection of pre-tested musical sketches for the producer, director and artist

BMI'S new "Television Sketchbook" contains hundreds of practical suggestions and ideas—mostly simple, some elaborate—for the presentation of songs in dramatic, comic and pictorial fashion.

Here are 44 standard songs of every variety, from ballads to waltzes, with accompanying scripts or sketches in complete form.

The sketches will give you a series of complete musical shows, or can be used in the production of variety programs, or for scene setting segments. There are dozens of ways in which you can adapt the Sketchbook to advantage.

"BMI really has come out with another 'first' for television. Treatment you have given your Television Sketchbook is really professional, and I am sure every station will be very grateful for this fine contribution."
Walter Preston, WBKB, Chicago

"Congrats for a very fine contribution to TV. The book will certainly be of much benefit."
Allan Clark, WKY-TV, Oklahoma City

"Congratulations on Volume 1 of the Television Sketchbook. Needless to say, we were very happy to receive it and have already put it to good use in our afternoon variety show, Tee Vee Waamboree."
Herbert B. Cahan, WAAM, Baltimore

"It seems like the answer to many a TV producer's dream."
Edward J. Wegman, WBEN-TV, Buffalo

"The 'Sketchbook' is indeed a fine mating of music and production . . . well written and can be easily performed."
Beverly A. Horch, WLW-C, Columbus, O.

"I think that you have hit upon a tremendous idea from the standpoint of presenting current Pop Tunes on Television."
W. Gordon Swan, WBZ-TV, Boston

TV SKETCHBOOK has been mailed to the program department of every BMI-TV-licensee. A limited quantity are available to producers and directors who will find them helpful. Write to Station Service Department.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TELEVISION STATIONS IN THE UNITED STATES

Alabama

Birmingham—

WAFM-TV

LICENSEE: Voice of Alabama Inc.

ADDRESS: 701 Protective Life Bldg. **ZONE:** 3 **PHONE:** 3-8116

AM AFFILIATE: WAPI **FM AFFILIATE:** WAFM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ed Norton and Thad Holt are principal stockholders. Mr. Norton also is one of the principal stockholders of WMBR-TV Jacksonville, Fla.

BEGAN OPERATION: May 29, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Radio Park, Atop Red Mountain

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13.6 kw

MAKE OF ANTENNA: RCA **TYPE:** 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 875 ft. Above Ground, 531 ft.

STUDIO ADDRESS: Radio Park, Atop Red Mountain. **HOURS OF OPERATION:** 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader Telescriptions. **NEWS SERVICE:** INS Telenews, UP

STUDIO FACILITIES: Auditorium studio (24x40 ft.). Cathedral studio (small stage, seats 150). Ramsey High School Auditorium (stage, seats 1,100). Three DuMont cameras. Two RCA 16mm film projectors. Two Select-O-Slide projectors. One Multiscope. Complete two-camera remote units. Complete model kitchen facilities.

EXECUTIVES:

Ed Norton, Chairman of Board
Thad Holt, President & Treasurer
C. P. Pearsons Jr., Manager of Television Operations, General Manager, Commercial Manager, Program Director & Film Buyer
James L. Evans, Chief Engineer
James Hall, Assistant Chief Engineer
E. H. Mitchell Jr., Business Manager

RATE INFORMATION: Class A hour rate—$300 (film only). Minute spot—$50. Participation—$30 per spot. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 15%. (From Rate Card No. 3, Jan. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.

CONSULTING ENGINEER: A. D. Ring & Co.

Birmingham—(Continued)

WBRC-TV

LICENSEE: Birmingham Broadcasting Co. Inc.

ADDRESS: 1727 Second Ave., N. **PHONE:** 4-7741

AM AFFILIATE: WBRC

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Eloise S. Hanna is the principal stockholder.

BEGAN OPERATION: July 1949

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Red Mt.

MAKE OF TRANSMITTER: DuMont **MODEL NO.:** Series 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 14.25 kw Aural, 7.25 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A

ANTENNA HEIGHT: Above Average Terrain, 750 ft. Above Ground, 190 ft.

STUDIO ADDRESS: 1727 Second Ave., N. **HOURS OF OPERATION:** 6:45 a.m.-11 p.m.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, INS, Telenews

STUDIO FACILITIES: Studio "C" (22x50 ft.), with one Auricon studio camera. One Balopticon. Two Holmes 16mm film projectors. One Eastman Specialist motion picture camera. One Auricon motion picture camera.

EXECUTIVES:

Mrs. Eloise S. Hanna, President
G. P. Hamann, Manager

RATE INFORMATION: Class A hour rate $300 (film only). Minute spot—$50. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 15%. (From Rate Card No. 3, Feb. 1, 1951.)

WASHINGTON ATTORNEY: George O. Sutton.

CONSULTING ENGINEER: George C. Davis.

TELEVISION STATIONS IN THE UNITED STATES

Arizona

Phoenix—

KPHO-TV

LICENSEE: Phoenix Television Inc.

ADDRESS: 631 North First Ave. **PHONE:** 4-7367

AM AFFILIATE: KPHO

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John C. Mullins is principal owner.

BEGAN OPERATION: December 4, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co., Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Westward Ho Hotel

MAKE OF TRANSMITTER: DuMont **MODEL NO:** Series 1000

EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 8.75 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 400 ft. Above Ground, 497 ft.

STUDIO ADDRESS: 631 North First Avenue

HOURS OF OPERATION: 2:30 p.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes

FILM LIBRARY: Snader **NEWS SERVICE:** AP

STUDIO FACILITIES: Studio "A" is 50x40 ft. Kitchen Studio is 20x20 ft. Three DuMont cameras. Two 16mm film projectors. One slide projector (2x2 in.).

EXECUTIVES:

John C. Mullins, President & General Manager
Julian Kaufman, Sales Manager
William Burton, Program Director
George L. McClanathan, Chief Engineer
Ann Rush, Traffic Manager

RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Rehearsal—$15 per quarter-hour. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25% (From Rate Card No. 5, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Barnes & Nielson

California

Los Angeles—

KECA-TV

LICENSEE: American Broadcasting Co., Inc.

ADDRESS: ABC Television Center **ZONE:** 27 **PHONE:** Normandy 3-3311

AM AFFILIATE: KECA **FM AFFILIATE:** KECA-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward J. Noble is principal stockholder. ABC owns & operates WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval.

BEGAN OPERATION: September 16, 1949

NATIONAL REPRESENTATIVE: ABC-TV Spot Sales

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mount Wilson

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-6B

EFFECTIVE RADIATED POWERS: Visual, 29.4 kw Aural, 14.7 kw

MAKE OF ANTENNA: RCA **TYPE:** TF6B, Six-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 3,040 ft. Above Ground, 303 ft.

STUDIO ADDRESS: ABC Television Center **HOURS OF OPERATION:** 11 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Both field and studio type

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP, Movietone

STUDIO FACILITIES: Five studios (150x105, 105x90, 95x95, 95x85, 50x25). Seven studio cameras. Six field cameras. Four film cameras. Two 35mm film projectors. Four 16mm film projectors. Six slide projectors. One Bell Opticon.

EXECUTIVES:

Edward J. Noble, Chairman of the Board (ABC)
Robert E. Kintner, President (ABC)
William Phillipson, Director of ABC Western Division
Cecil Barker, Program & Production Director of ABC Western Division
Philip G. Caldwell, Technical Operations Manager, ABC Western Division
Donn B. Tatum, Director of Television, ABC Western Division
Robert F. Laws, TV Sales Manager, ABC Western Division
Philip Hoffman, Station Manager
Alvin G. Flanagan, Program Director
Eloise Reeves, Film Director
Cameron G. Pierce, Manager of Station Television Engineering
Darrell E. Ross, Station Production Manager

RATE INFORMATION: Class A hour rate—$1,200. Minute spot—$220. Participations—$220 per spot. Rehearsals—Minimum charge for studio rehearsal is at the rate of one hour. For additional rehearsal periods in excess of one hour, charges will be made at 50% of the hourly rate for each additional 30 minutes or less. For Stages 1 & 2, one hour charges are $150 for camera, $75 for audio only, $50 for dry runs. For Studio D, one hour charges are: $100 for camera, $50 for audio only, $35 for dry runs. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 4, May 15, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.

CONSULTING ENGINEER: Kear & Kennedy

IN LOS ANGELES...

Here's your best buy in daytime television

AL JARVIS, 3:00 P.M., Mon.-Sat.

In L. A., you couldn't be in a better spot! *The Al Jarvis Show* has the largest afternoon television audience in Los Angeles... draws 4,000 to 6,000 letters a week! Al's an advertiser's dream come true: the most famous, most popular, most persuasive disc-jockey of 'em all! So when you look at L. A., look first at Al Jarvis and the other great attractions on Channel 7:

Grace Lawson's Kitchen 1:00 p.m. Mon., Tues., Thurs., Fri.
" " " 1:15 p.m. Wed.
Korla Pandit ..... 2:00 p.m. Mon. thru Fri.
Candy & Nancy .... 5:00 p.m. Mon., Tues., Wed., Fri.
Roscoe Ates Show .. 5:30 p.m. Mon., Tues., Wed., Fri.
KECA-TV NEWS .... 6:00 p.m. Mon. thru Fri.

CHANNEL 7

KECA-TV
LOS ANGELES

American Broadcasting Company

Los Angeles—(Continued)

KHJ-TV

LICENSEE: Thos. S. Lee Enterprises Inc. (Don Lee Network Division)

ADDRESS: 1313 N. Vine St. **ZONE:** 28 **PHONE:** Hudson 2-2133

AM AFFILIATE: KHJ **FM AFFILIATE:** KHJ-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, O. Thomas S. Lee Enterprises Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego. Yankee Network Division owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.

BEGAN OPERATION: August 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co., Inc.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.2 kw Aural, 15.7 kw

MAKE OF ANTENNA: RCA **TYPE:** TF6A

ANTENNA HEIGHT: Above Average Terrain, 3,100 ft. Above Ground, 199 ft.

STUDIO ADDRESS: 1313 N. Vine St. **HOURS OF OPERATION:** 1:30 p.m.-Midnight

MAKE OF CAMERA CHAINS: RCA & GE

TYPE OF OPERATION: Uses local live, local film

FILM LIBRARY: Snader **NEWS SERVICE:** AP, INS

STUDIO FACILITIES: Two auditoriums, seating 350, 60x150 ft. Two studios (40x60 and 30x50 ft.). Four RCA TK30A and two RCA TK10A cameras. One RCA film camera. One GE film camera. Four RCA 16mm film projectors. Four slide projectors. One GE Balopticon.

EXECUTIVES:

Tom O'Neil, President (Thomas S. Lee Enterprises)
Willet H. Brown, President (Don Lee Division)
Ward D. Ingrim, Executive Vice President
George A. Whitney, Vice President in Charge of Sales
John Bradley, National Advertising Manager
John Reynolds, Sales Manager
Anthony J. LaFrano, Operations Director
Kenneth Higgins, Program Director
Elbert Walker, Program Manager
Robert Livingston, Operations Manager
Robert E. Arne, Chief Engineer
James Love, Film Buyer
James Parsons, Public Relations Director
Les Mawhinney, News & Special Events Director

RATE INFORMATION: Class A hour rate—$1,000. Minute spot—$180. Participations—$180 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 2, March 1, 1952.)

WASHINGTON ATTORNEY: Pierson & Ball

TELEVISION STATIONS IN THE UNITED STATES

Los Angeles—(Continued)

KLAC-TV

LICENSEE: KMTR Radio Corp.

ADDRESS: 1000 Cahuenga **ZONE:** 38 **PHONE:** Hudson 2-7311

AM AFFILIATE: KLAC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Dorothy Schiff owns licensee. Mrs. Schiff is also publisher of New York Post.

BEGAN OPERATION: September 1948

NATIONAL REPRESENTATIVE: Katz Agency Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 31.4 kw Aural, 15.75 kw

MAKE OF ANTENNA: RCA **TYPE:** TF6A, 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 2,955 ft. Above Ground, 237 ft.

STUDIO ADDRESS: 1000 Cahuenga **HOURS OF OPERATION:** 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image Orthicon

TYPE OF OPERATION: Uses local live, local film, kinescopes

NEWS SERVICE: INS, UP

STUDIO FACILITIES: Studio One (30x40 ft.), two RCA cameras, model kitchen set permanent installation. Studio Two (33x63 ft.), one RCA camera. Music Hall Theatre seating 412, stage is 55x70 ft. Mobile Unit No. 1 includes three cameras. Mobile Unit No. 2 includes two cameras. Film projection room has two RCA TK20 film cameras, one RCA 35mm projector, two RCA 16mm projectors, two Selectroslides (2x2 in. slides), one Gold 3¼x4 in. slide projector.

EXECUTIVES:

(Mrs.) Dorothy Schiff, President
Don Fedderson, Executive Vice President & General Manager
Dave Lundy, General Sales Manager
Fred Henry, Program Director & Film Buyer
R. W. Conner, Director of Engineering

RATE INFORMATION: Class A hour rate—$1,000 (film only). Minute spot—$175. Participations—$97.50-$150 per spot. Rehearsals—$50 per half-hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 312 times at 22½%. (From Rate Card No. 5, May 1, 1951.)

ATTORNEY: John P. Hearne (Los Angeles).

CONSULTING ENGINEER: Craven, Lohnes & Culver

Los Angeles—(Continued)

KNBH

LICENSEE: National Broadcasting Co.

ADDRESS: Sunset & Vine **ZONE:** 28 **PHONE:** Hollywood 9-6161

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: January 16, 1949

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Mount Wilson

MAKE OF TRANSMITTER: RCA **MODEL: NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual 25.25 kw Aural, 13.26 kw

MAKE OF ANTENNA: RCA **TYPE:** TF5A (5 section)

ANTENNA HEIGHT: Above Average Terrain, 3,013 ft. Above Ground, 70 ft.

STUDIO ADDRESS: Sunset & Vine Sts.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image Orthicon Cameras for live; Iconoscope cameras for film.

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** AP, UP

STUDIO FACILITIES: Following equipment and personnel supplied as standard—For live studio programs, two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78rpm lateral or vertical double turntables, maximum crew of one production man, one program assistant and nine operating personnel. For film studio programs, studio fully equipped for continuous showing of 16 and 35mm films, 35mm slide projectors, 33 1/3 and 78rpm lateral or vertical double turntables, announcer studio, maximum crew of one production man and four operating personnel.

EXECUTIVES:

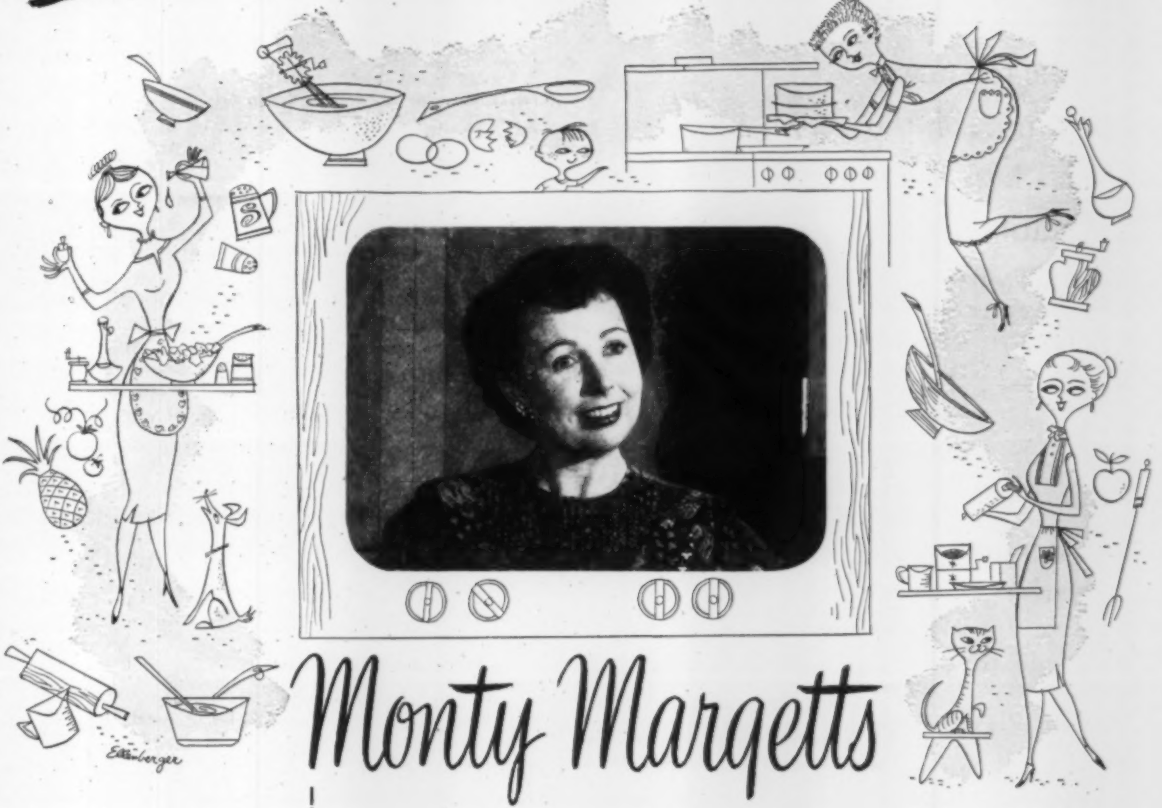
Joseph H. McConnell, President (NBC)
Thomas B. McFadden, General Manager
Donald A. Norman, Commercial Manager
Albert V. Cole, Program Director
Robert W. Clark, Chief Engineer
Robert Guggenheim, Film Buyer
Richard Eisiminger, Promotion Manager

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$100-$300 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $200 (31-60 minute program), $100 (5-30 minute program). Film studio, $125 (31-60 minute program), $62.50 (5-30 minute program). Additional charge for each 15 minutes over hour minimum is as follows: Live studio, $50. Film studio, $31.25. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

ENGINEER: Raymond Guy

ANOTHER LOS ANGELES TV HEADLINER!



Monty Margetts

HER INFORMAL COOKING PROGRAM SELLS SO HARD... *IT'S NEARLY SOLD OUT!*

Want a sure-fire women's participation show on TV to sell *your* food product in the great Los Angeles market?

Take a look at Monty Margetts! And buy time on this friendly, intimate show — *if there's any left!*

We say this advisedly, because Monty's time is just about sold out as we write this. Here's a gal who doesn't pretend to be an expert cook. But her warm, appealing manner has won her thousands upon thousands of friends. They send in recipes by the dozen... letters often running into the *thousands* a week.

Yes, Monty may not be an expert cook... but how she sells!

Food products presented on her TV show get the support of dealers... and the patronage of customers in the booming Los Angeles market.

Spots are available at the moment on the Monty Margetts program... *they won't be for long!* Time is 2:30 to 3:00, Monday thru Friday.

For complete details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

NBC HOLLYWOOD

KNBH channel 4

TO SELL THE BUYING MILLIONS IN AMERICA'S *2ND LARGEST TV MARKET*

WHAT'S UP IN L. A.

It's the top news in town . . . on the town's highest-flying TV station. KNXT Ten O'clock News reaches more homes than any other TV news program in Los Angeles, with a soaring Telepulse of 9.9 at the low, low cost of $1.76 per thousand viewers. With Lee Wood, Tom Harmon, Dan Lundberg, Ruth Ashton and Bob Hudson covering their special fields in five-minute segments, Sunday through Friday 10:00 to 10:30 pm, it's up for sponsorship on . . .

KNXT
Los Angeles
Represented by
CBS Television
Spot Sales

CBS Owned

Los Angeles—(Continued)

KNXT

(FORMERLY KTSL)

LICENSEE: Columbia Broadcasting System Inc.

ADDRESS: 1313 N. Vine St. **ZONE:** 28 **PHONE:** Hollywood 9-1212

AM AFFILIATE: KNX **FM AFFILIATE:** KNX-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM Chicago, WCCO Minneapolis, WEEI-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post). If pending merger of ABC with United Paramount Theatres Inc. is approved by FCC, CBS will buy facilities of WBKB (TV) from UPT.

BEGAN OPERATION: May 1948

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 2,840 ft. Above Ground, 245 ft.

STUDIO ADDRESS: 1313 N. Vine St. **HOURS OF OPERATION:** 11:15 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

STUDIO FACILITIES: Seven studios. Eighteen RCA studio cameras. Four RCA film cameras. Three 35mm film projectors. Three 16mm film projectors. Two slide projectors. One Telopticon.

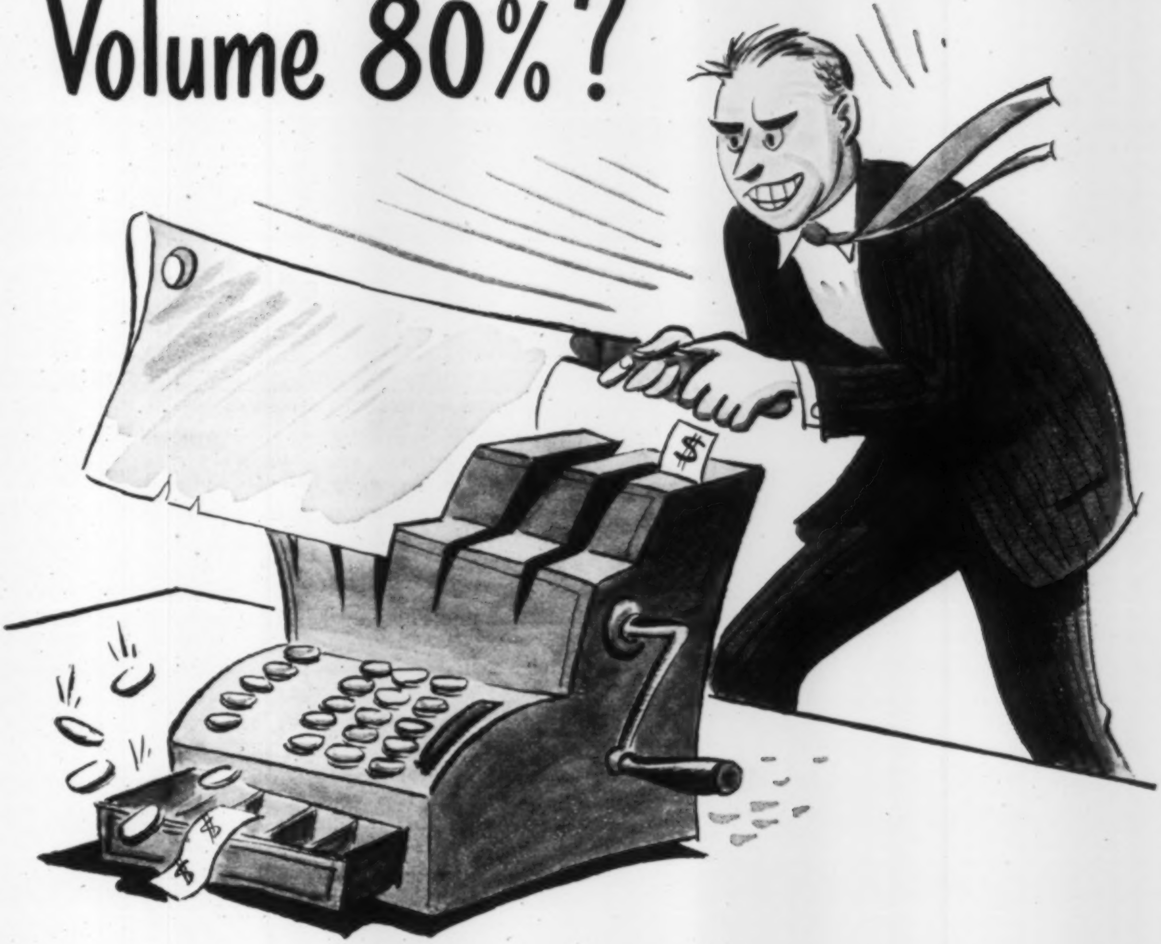
EXECUTIVES:

Frank Stanton, President (CBS)
J. L. Von Volkenburg, President, CBS Television Division
Harry S. Ackerman, Vice President, Network Programs
Charles Glett, Vice President, Network Services
Wilbur S. Edwards, General Manager
James T. Aubrey Jr., Sales Manager
Tony Moe, Director of Sales Promotion
Bill Brennan, Program Director
Lester H. Bowman, Chief Engineer
Don Hine, Production Administrator & Film Buyer

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Rehearsals—$225 per hour on camera, $150 per hour audio only, $100 per hour dry run, live studio; $150 per hour, film studio. Frequency discounts—Begin with 3-5 days per week, 5% up to 6-7 days per week, 10%. Also 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 1, Dec. 1, 1951.)

ATTORNEY: Rosenman, Goldmark, Colin & Kaye

Could You Survive and cut Your Volume 80%?



If you did not feature known brands in your establishment—your volume could actually go down that much!

For nation-wide surveys show that your customers prefer manufacturers' brands by eight to one!

But that's not all!...Branded names cut your selling costs in three ways:

1 Self-service and self-selection are possible with brands—very difficult without them!

2 It is easier to sell branded products, as advertising has already pre-sold them to the consumer.

3 It is easier to promote—and tie in your own advertising with known brands, and this also gives your establishment prestige as a place to shop!

The shortest cut you can make to increase your already closer profit margins is to feature and promote the names you can recommend with confidence!

Brand Names Foundation
INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 37 WEST 57 STREET, NEW YORK 19, N.Y.

Los Angeles—(Continued)

KTLA

LICENSEE: Paramount Television Productions Inc.

ADDRESS: 5451 Marathon Street **ZONE:** 38 **PHONE:** Hollywood 9-3181

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a wholly-owned subsidiary of Paramount Pictures Corp. In addition to motion picture production, Paramount Pictures has a half interest in Chromatic Television Laboratories Inc. (developers of the Lawrence color TV kinescope), International Telemeter Corp. (developers of a subscription system for TV). Licensee also operates Paramount Television Network, a film syndication network for TV stations.

BEGAN OPERATION: January 22, 1947

NATIONAL REPRESENTATIVE: Paul H. Raymer Co., Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: Composite

EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural: 15 kw

MAKE OF ANTENNA: RCA **TYPE:** 3 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 2921 ft. Above Ground, 250 ft.

STUDIO ADDRESS: 721 N. Bronson **HOURS OF OPERATION:** 3:30 p.m.–11:30 p.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image Orthicons

TYPE OF OPERATION: Uses local live, local film, kinescopes.

NEWS SERVICE: Acme, Telenews & UP

LIBRARY SERVICE: World

STUDIO FACILITIES: Seventeen cameras. Two 16mm projectors. Two 35mm projectors. Two studios. Two slide projectors. One multiscope.

EXECUTIVES:

Barney Balaban, President (Paramount Pictures Corp.)
Paul Raibourn, President (Paramount Television Productions Inc.)
Klaus Landsberg, Vice President & General Manager
J. Gordon Wright, Production Coordinator
Charles Theodore, Supervisor of Studio Operations
John Silva, Supervisor of Remote Operations
Leland G. Muller, Film Director
Raymond M. Moore, Senior Engineer
Harry Y. Maynard, Sales Manager

RATE INFORMATION: Class A hour rate—$1,350 (live), $1,100 (film). Minute spot—$250 (live), $225 (film). Rehearsals—$25 per half-hour for live studio. Frequency discounts—Begin with 13 times at 5% up to 208 itmes at 20%. (From Rate Card No. 6, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Arnold, Fortas & Porter

Los Angeles—(Continued)

KTTV

LICENSEE: KTTV Inc.

ADDRESS: 5746 Sunset Blvd. **ZONE:** 28 **PHONE:** Hudson 2-7111

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Times-Mirror Co., publisher of Los Angeles Times and Mirror.

BEGAN OPERATION: January 1, 1949

NATIONAL REPRESENTATIVE: Blair TV Inc.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.9 kw Aural, 16.6 kw

MAKE OF ANTENNA: RCA **TYPE:** TF6B, Six-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 2,345 ft. Above Ground, 142 ft.

STUDIO ADDRESS: 5746 Sunset Blvd. **HOURS OF OPERATION:** 2:30 p.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes

NEWS SERVICE: AP

STUDIO FACILITIES: Two motion picture sound stages (93x80x30 and 108x71x30 ft.). Sixteen RCA image orthicon cameras. Two 16mm film projectors. One 35mm film projector. One Balopticon. One automatic slide projector (2x2 in.). Two RCA three-camera mobile units. One International two-camera mobile unit and two auxiliary units.

EXECUTIVES:

Norman Chandler, President
Richard A. Moore, Vice President & General Manager
Frank King, Commercial Manager
Val Conte, Sales Service Manager
Robert Purcell, Director of Operations
John S. Martin, Executive Producer
Robert W. Brechner, Director of Production
Alberta Hackett, Manager of Program Operations
Richard Grey, Production Operations Manager
Joseph Conn, Chief Engineer
Tom Corradine, Film Buyer
John R. Vrba, Promotion Manager

RATE INFORMATION: Class A hour rate—$1,000. Minute spot—$120. Participations—$80-$200 per spot. Rehearsals—Charge for use of studio facilities and crew for on-camera rehearsals is $100 per hour, pro-rated to nearest quarter hour used. Frequency discounts—Begin after 26 times with 5%, up to 208 times at 15%. (From Rate Card No. 4, Oct. 15, 1951.)

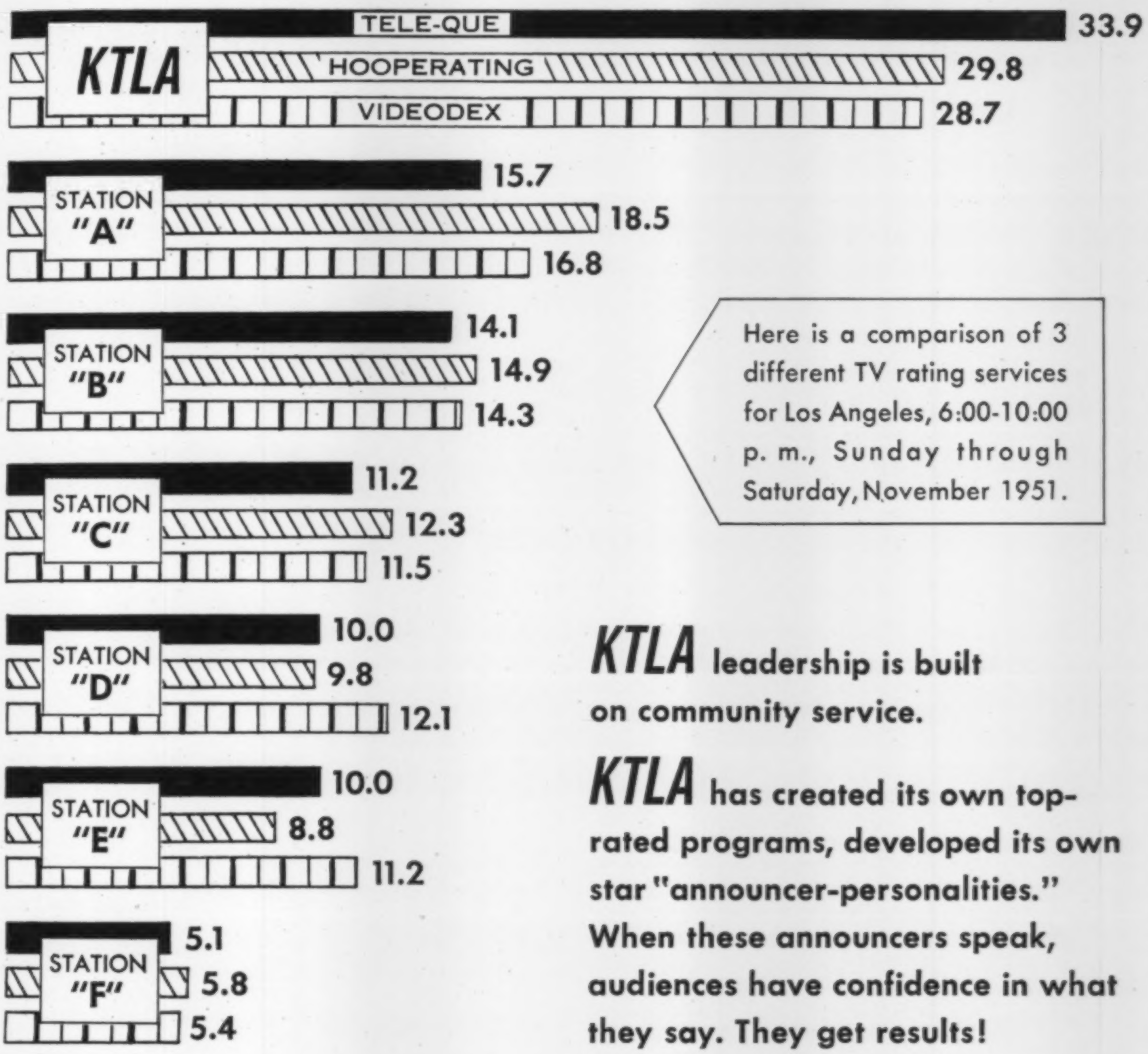
WASHINGTON ATTORNEY: Hanson, Lovett & Dale.

CONSULTING ENGINEER: Craven, Lohnes & Culver.

KTLA

CHANNEL 5 **LOS ANGELES**

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN



Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p. m., Sunday through Saturday, November 1951.

KTLA leadership is built on community service.

KTLA has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!

KTLA

Paramount Television Productions, Inc.

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

TV Stations in the U. S.

San Diego—

KFMB-TV

LICENSEE: Kennedy Broadcasting Co.

ADDRESS: 1405 Fifth Ave. **ZONE:** 12 **PHONE:** Main 2114

AM AFFILIATE: KFMB

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owner is John A. Kennedy.

BEGAN OPERATION: May 16, 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Mt. Soledad

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-6D

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13.7 kw

MAKE OF ANTENNA: GE **TYPE:** TY-14F Six Bay

ANTENNA HEIGHT: Above Average Terrain, 710 ft. Above Ground, 1,017 ft.

STUDIO ADDRESS: 1405 Fifth Ave. **HOURS OF OPERATION:** 10:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: DuMont and GE

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Capitol & Sesac.

STUDIO FACILITIES: Two studios (37x66 and 30x42 ft.), three DuMont image orthicon cameras. Revolving flush-in-floor turntable, 20-ft. diameter. Two GE 16mm film projectors. Two Bell & Howell and one Victor film projectors. Houston Film Developer. Two Auricon and one Bell & Howell sound motion picture cameras. Completely equipped model kitchen.

EXECUTIVES:

John A. Kennedy, Chairman of the Board
Howard L. Chernoff, Vice President & General Manager
W. O. Edholm, Vice President & Commercial Manager
William Fox, Vice President & Program Director & Film Buyer
Thorton Chew, Chief Engineer
Lisle F. Shoemaker, Promotion Manager
Hal Coddon, Production Manager

RATE INFORMATION: Class A hour rate—$400 film. Minute spot—$80. Participations—$80 per spot. Frequency discounts—Begin with 26 times at 5%, up to 260 times at 25%. (From Rate Card No. 4, June 1, 1951).

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: William L. Foss Inc.

KFMB
TV
Channel 8

1st

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

124,500
TV Sets
(January 1, 1952)
serving a
billion dollar
RETAIL SALES MARKET

Wise Buyers
BUY
KFMB
For
More
Business!

KFMB TV Channel 8 KFMB AM 550 - K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

San Francisco—

KGO-TV

LICENSEE: American Broadcasting Co.

ADDRESS: 155 Montgomery St. **ZONE:** 4 **PHONE:** Exbrook 2-6544

AM AFFILIATE: KGO **FM AFFILIATE:** KGO-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owns and operates WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval. Edward J. Noble is principal stockholder.

BEGAN OPERATION: May 5, 1949

NATIONAL REPRESENTATIVE: ABC-TV Spot Sales

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mt. Sutro

MAKE OF TRANSMITTER: GE **MODEL NO:** 4TT-6B

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: RCA **TYPE:** Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 1,100 ft. Above Ground, 531 ft.

STUDIO ADDRESS: ABC Television Center **HOURS OF OPERATION:** Noon-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

STUDIO FACILITIES: Main studio is 36x24 ft. Auxiliary studio is 40x24 ft. Nine orthicon cameras. Two film camera chains. Two 35mm film projectors. Two 16mm film projectors. Two slide projectors (2x2 in.). One GE Balopticon.

EXECUTIVES:

Edward J. Noble, Chairman of the Board (ABC)
Robert E. Kintner, President (ABC)
Gayle Grubb, Vice President & General Manager
Vince Francis, Commercial Manager
Roland D. Irving, Promotion Manager
Bloyce Wright, Program Director
A. E. Evans, Chief Engineer
Phyliss Towner, Film Buyer

RATE INFORMATION: Class A hour rate—$600. Minute Spot—$120. Participations—$60-$120 per spot. Rehearsals—$35 per half-hour in excess of 1x1 ratio for live studio. Rates on request for rehearsal charges for film studio in excess of 1x1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 4, Aug. 15, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

IN SAN FRANCISCO . . .

Here's your best buy in daytime television

CHEF CARDINI, 1:00-2:00 P. M., Mon.-Fri.

Recipe for more sales in San Francisco: KGO-TV's own Chef Cardini. He's new, exciting, effective . . . a favorite with fans, columnists *and* sponsors. Free recipes, up-to-the-minute market news, step-by-step preparation of complete meals—how housewives eat it up! Let the Chef stir up interest in *your* food product—he's a "natural"! Here are some others on Channel 7:

Les Malloy Show	*4:30 p. m. Tues.-Fri.*
Your Afternoon Hostess	*2:00 p. m. Mon.-Fri.*
Malloy & Company	*1:30 & 3:30 p. m. Sun.*
Jolly Bill & His Tugboat	*4:00 p. m. Mon.-Fri.*
By Request (Jay Grill)	*12:00 p. m. Sun.*
Royal Playhouse	*5:30 p. m. Sun.*

CHANNEL 7

KGO-TV
SAN FRANCISCO

American Broadcasting Company

Cornerstone...

Here is the finest building of its kind in America.

It is the new home of one of Northern California's oldest radio stations... and the area's leading independent... KSFO, and of San Francisco's pioneer television station... KPIX.

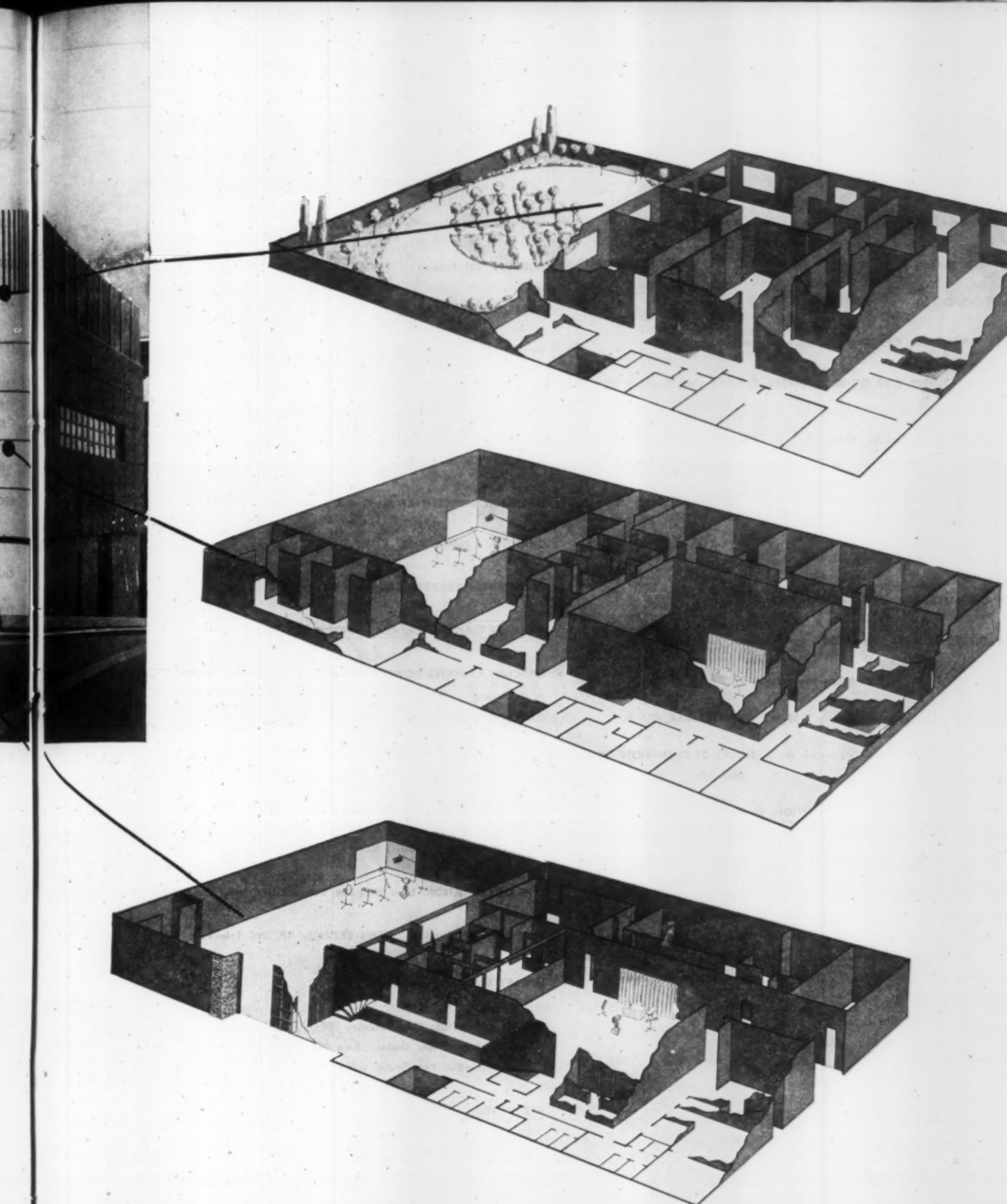
But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future... faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.

KPIX CHANNEL **5**

REPRESENTED BY THE KATZ AGENCY

..affiliated with CBS and DuMont Television Networks

Van Ness Avenue at Gr



KSFO

560 KILOCYCLES

REPRESENTED BY HEADLEY-REED COMPANY

at Greenwich • San Francisco

San Francisco—(Continued)

KPIX

LICENSEE: KPIX Inc.

ADDRESS: Van Ness Ave. & Greenwich St. **ZONE:** 23 **PHONE:** Prospect 6-6200

AM AFFILIATE: KSFO

TV NETWORK AFFILIATION: CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Wesley I. Dumm.

BEGAN OPERATION: December 22, 1948

NATIONAL REPRESENTATIVE: Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Mark Hopkins Hotel

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT5A

EFFECTIVE RADIATED POWERS: Visual, 30.5 kw Aural, 16.2 kw

MAKE OF ANTENNA: RCA **TYPE:** 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 540 ft. Above Ground, 630 ft.

STUDIO ADDRESS: Van Ness Ave. & Greenwich St. **HOURS OF OPERATION:** 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Studio & Field types

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.

NEWS SERVICE: INS, UP

STUDIO FACILITIES: Three studios (40x68 ft., 29x43 ft. and 14x25 ft.). Fully equipped and operating kitchen studio. Six RCA cameras. Two RCA 16mm film projection chains. Two 35mm slide projectors. One balopticon (3½x4½ in.). Rear screen projection for studios. Mobile unit. Silent and sound 16mm film cameras. Art department.

EXECUTIVES:

Wesley I. Dumm, President
Richard C. D. Bell, Assistant to President
Franklin M. Dumm, Secretary-Treasurer
Philip G. Lasky, General Manager
Lou Simon, Commercial Manager
Sanford Spillman, Program Director & Film Buyer
A. E. Towne, Director of Engineering

RATE INFORMATION: Class A hour rate—$600. Minute spot—$120. Participations—$65-$95 per spot. Rehearsals—$50 per half-hour minimum, $35 per half-hour thereafter. Frequency discounts—Begin with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume.

CONSULTING ENGINEER: Universal Research Labs., San Francisco

San Francisco—(Continued)

KRON-TV

LICENSEE: The Chronicle Publishing Co.

ADDRESS: 901 Mission **PHONE:** Garfield 1-1100

FM AFFILIATE: KRON

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of San Francisco Chronicle.

BEGAN OPERATION: November 15, 1949

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: San Bruno Mt.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT5A

EFFECTIVE RADIATED POWERS: Visual, 14.5 kw Aural, 7.7 kw

MAKE OF ANTENNA: RCA **TYPE:** 12 Dipole

ANTENNA HEIGHT: Above Average Terrain, 1,325 ft. Above Ground, 200 ft.

STUDIO ADDRESS: 901 Mission **HOURS OF OPERATION:** 10 a. m.—12:30 a. m.

MAKE OF CAMERA CHAINS RCA **DESCRIPTION:** Image Orthicon and Iconoscope

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** AP, INC Telenews

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Three Studios (60x40, 20x12, 20x80 ft.). Five image orthicons, two iconoscope film chains. Two RCA 16mm film projectors. Four slide projectors (two automatic, two fixed), using 2x2-in. glass.

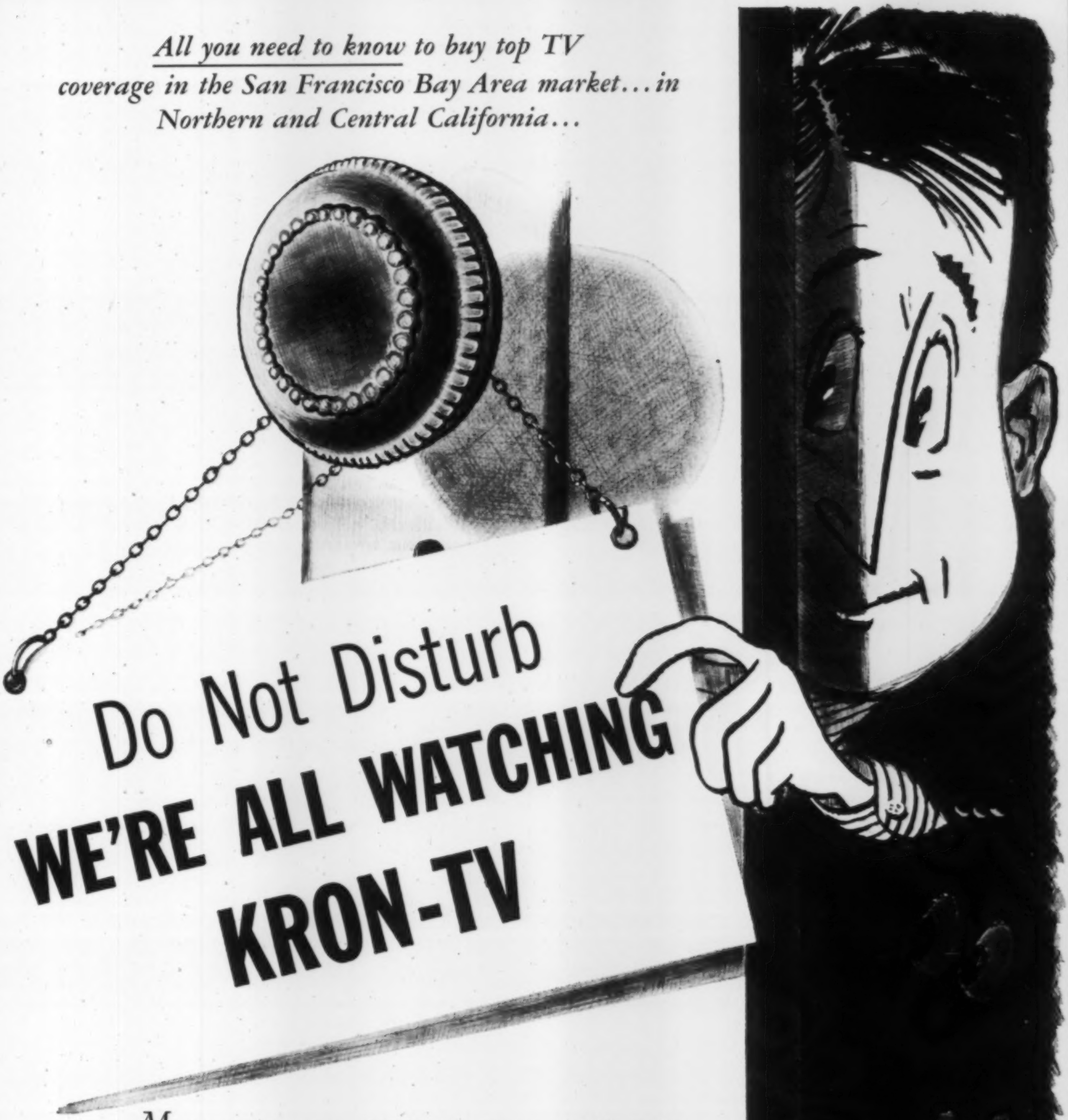
EXECUTIVES:

Charles Thieriot, General Manager
Harold See, Director of Television
Norman Louvau, Commercial Manager & Film Buyer
A. H. Constant, Program Director
R. A. Isberg, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$120. Participation—$120 per spot. Rehearsals—$50 per half hour. Frequency discounts—Begins with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 4, Aug. 15, 1951.)

ATTORNEY: John P. Hearne (San Francisco).

All you need to know to buy top TV coverage in the San Francisco Bay Area market... in Northern and Central California...



MICRO-WAVE has zoomed TV-looking interest in this market. And KRON-TV's "Clear Sweep" coverage (highest antenna in Central California) builds this interest daily. Among the 3 San Francisco TV stations, KRON-TV carries consistently the largest number of top-rated, audience-building shows (more than the other two San Francisco TV Stations COMBINED)...and serves the largest number of advertisers. Represented nationally by FREE & PETERS, INC., ...New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco.

KRON-TV *San Francisco Chronicle • NBC Affiliate*

SELL MORE ON CHANNEL 4

For Meritorious Public Service to Your Community!

"GREAT MEN"

Daniel Webster . . . Andrew Carnegie . . . Susan B. Anthony . . . Washington, Lincoln and Jefferson . . . these are a few of the twenty-six great names in American History dramatically portrayed in this superb series of biographical films. Produced in Hollywood by Emerson Films for Encyclopedia Britannica Films, Inc., in collaboration with leading historians, the "Great Men" series is one you will be proud to announce. It has unusual local tie-in features. Details on request.

APS Television

Maurice B. Mitchell, *General Manager*,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television. Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

TV Stations in the U. S.

Connecticut

New Haven—

WNHC-TV

LICENSEE: The Elm City Broadcasting Corp.

ADDRESS: 1110 Chapel St. **ZONE:** 10 **PHONE:** 6-9826

AM AFFILIATE: WNHC **FM AFFILIATE:** WNHC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Patrick J. Goode and Aldo De Dominicis are the principal stockholders.

BEGAN OPERATION: June 18, 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Gaylord Mt., Hamden, Conn.

MAKE OF TRANSMITTER: DuMont **MODEL NO:** TA-146A

EFFECTIVE RADIATED POWERS: Visual, 15.1 kw Aural, 7.55 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A, 3-Section Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 510 ft. Above Ground, 190 ft.

STUDIO ADDRESS: 1110 Chapel St. **HOURS OF OPERATION:** 6:45 a.m.-12:15 a.m.

MAKE OF CAMERA CHAINS: DuMont

DESCRIPTION: Remote cameras converted to studio operation

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescope

FILM LIBRARY: Snader **NEWS SERVICE:** AP, INS Telenews

LIBRARY SERVICE: World

STUDIO FACILITIES: One large studio, 40x32 ft. One small studio, 18x12 ft. Three DuMont cameras. Two Holmes 16mm projectors. One GE type PF-2B 16mm film projector. LaBelle slide projector (2x2 in.). Super projectall 3x4 in. cards. Dunning Animatic Model A 16mm strip.

EXECUTIVES:

Patrick J. Goode, President
Aldo DeDominicis, Secretary-Treasurer
Vincent DeLaurentis, Vice President & Chief Engineer
J. Vincent Callanan, Commercial Manager & Commercial Film Buyer
Walter A. Nielson, Program Director
Sam P. Mastro, Office Manager
David K. Harris, Production Manager
Michael J. Goode, Public Relations
Joseph Robinson, Promotion Director
W. Rockwell Clark, News Director

RATE INFORMATION: Class A hour rate—$660. Minute spot $132. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 6, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd.

CONSULTING ENGINEER: Garo W. Ray (Stratford, Conn.)

TV Stations in the U. S.

DELAWARE

Wilmington—

WDEL-TV

LICENSEE: WDEL Inc.

ADDRESS: 10th & King Sts. **PHONE:** 7268

TV NETWORK AFFILIATION: NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WGAL-AM-FM-TV, Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, WORK York, WRAW Reading; WEST Easton, all Pa.

BEGAN OPERATION: June 30, 1949

NATIONAL REPRESENTATIVE: Robert Meeker Assoc. Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Shipley Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 1 kw Aural, 1 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 480 ft. Above Ground, 700 ft.

STUDIO ADDRESS: Shipley Road **HOURS OF OPERATION:** 6:45 a.m. to 1 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP

EXECUTIVES:

Clair R. McCollough, Station Executive
J. Gorman Walsh, Station Manager & Film Buyer
J. Robert Gulick, National Sales Manager
J. E. Mathiot, Chief Engineer

RATE INFORMATION: Class A hour rate—$525 (film only). Minute spot—$120 (live), $110 (film). Rehearsals—$25 per half-hour. Frequency discounts—Begin with 26 times at 5% up to 312 times at 22½%. (From Rate Card No. 6, March 1, 1952.)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

in the
Wilmington,
Delaware
market
WDEL-TV

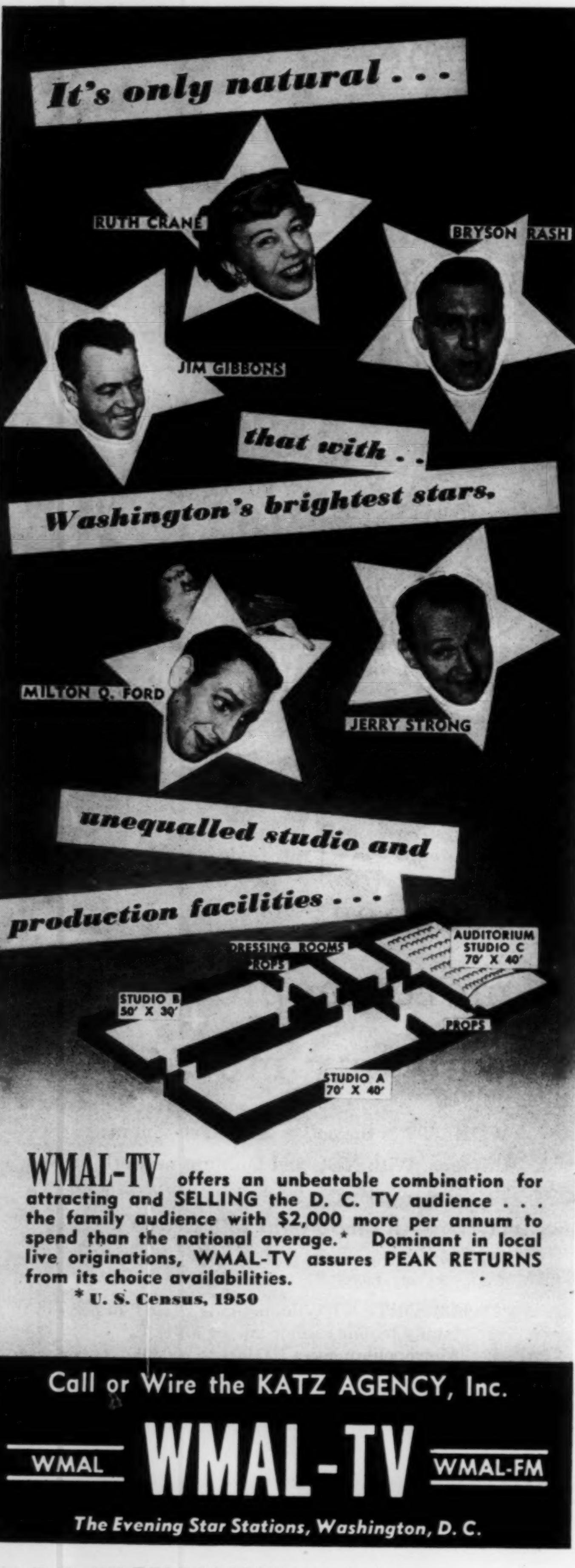
reaches
more people
who buy more*

WDEL-TV is the *only* television station *in* this area. With NBC and DuMont network shows, many popular local night and daytime programs—it's the favorite with viewers throughout the area.

*IMPORTANT Wilmington is FIRST in per family buying income among all U. S. Metropolitan cities 100,000 to 250,000.
(Sales Management—1951 Survey of Buying Power)

Delaware is FIRST in per capita buying income of any State. (U.S. 1948 Census of Business)

WDEL AM TV FM *Represented by* ROBERT MEEKER ASSOCIATES
New York Los Angeles San Francisco Chicago



WMAL-TV offers an unbeatable combination for attracting and SELLING the D. C. TV audience . . . the family audience with $2,000 more per annum to spend than the national average.* Dominant in local live originations, WMAL-TV assures PEAK RETURNS from its choice availabilities.

* U. S. Census, 1950

Call or Wire the KATZ AGENCY, Inc.

WMAL **WMAL-TV** WMAL-FM

The Evening Star Stations, Washington, D. C.

TV Stations in the U. S.

District of Columbia

Washington—

WMAL-TV

LICENSEE: Evening Star Broadcasting Co., Inc.

ADDRESS: 724 14th St., N. W. ZONE: 5 PHONE: National 5400

AM AFFILIATE: WMAL FM AFFILIATE: WMAL-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Evening Star Newspaper Co., publisher of Washington Star.

BEGAN OPERATION: October 3, 1947

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: American U. Campus

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 12 kw

MAKE OF ANTENNA: RCA TYPE 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 515 ft. Above Ground, 400 ft.

STUDIO ADDRESS: 4461 Connecticut Ave., N. W. HOURS OF OPERATION: 11:30 a.m.—11:15 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS, Acme News Service

STUDIO FACILITIES: Studio "A" (40x70x19 ft.). Studio "B" (30x50x19 ft.). Studio "C" (Auditorium, 40x70 ft. Elevated stage 30x24 ft.). Four RCA studio cameras. Motion picture slide, strip film and clock balopticon originations multiplexed into three iconoscope cameras. Projection equipment includes two RCA 16mm projectors, two Kodaslide 2x2 in. projectors, 2 SVE AAA 35mm pull down strip film projectors and a custom balopticon for clocks.

EXECUTIVES:

S. H. Kauffmann, President
K. H. Berkeley, Vice President & General Manager
Ben B. Baylor Jr., Commercial Manager
S. Tebbs Chichester Jr., Promotion Manager
Charles L. Kelly, Director of Programs
Frank Harvey, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$120. Participation—$80 per spot. Rehearsals—$50 per hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Sept. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.

Washington—(Continued)

WNBW

LICENSEE: National Broadcasting Co. Inc.

ADDRESS: 724 14th St., N. W. **ZONE:** 5 **PHONE:** Republic 4000

AM AFFILIATE: WRC **FM AFFILIATE:** WRC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTEREST: License is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: June 27, 1947.

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72mc)

TRANSMITTER ADDRESS: Wardman Park Hotel

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw. Aural, 10 kw.

MAKE OF ANTENNA: RCA **TYPE:** Mi.-19012-O TF-4A, 4-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 330 ft. Above Ground, 353 ft.

STUDIO ADDRESS: Wardman Park Hotel

HOURS OF OPERATION: 6:45 a.m.-12:45 a.m.

MAKE OF CAMERA CHAINS: RCA. **DESCRIPTION:** Field.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, INS, UP

LIBRARY SERVICE: Thesaurus and NBC libraries.

STUDIO FACILITIES: Following equipment and personnel supplied as standard—For live studio programs, two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78rpm lateral or vertical double turntables, maximum crew of one production man, one program assistant and six operating personnel. For film studio programs, studio fully equipped for continuous showing of 16 and 35mm films, 35mm slide projectors, 33 1/3 and 78rpm lateral or vertical double turntables, announcer studio, maximum crew of one production man and four operating personnel.

EXECUTIVES:

Joseph H. McConnell, President (NBC)
Frank M. Russell, Vice President in charge of Washington office
Eugene Juster, General Manager
Charles deLozier, Commercial Manager
Ralph Burgin, Program Director
Charles Colledge, Chief Engineer
George Dorsey, Film Buyer
John E. Ghilain, Press & Promotion Manager
Cash Keller, Director of News

RATE INFORMATION: Class A hour rate—$650. Minute spot—$135. Participations—$30-$75 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $80 (31-60 minute program), $40 (5-30 minute program). Film studio, $50 (31-60 minute program), $25 (5-30 minute program). Additional charge for each 15 minutes over hour minimum is as follows: Live studio $20, Film Studio, $12.50. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 7, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

ENGINEER: Raymond Guy

W N B W . . .

your best TV buy

IN WASHINGTON

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of $2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION'S CAPITAL.

WNBW has such outstanding news commentators as Morgan Beatty and Leif Eid, such unique women's shows as "Inga's Angle"—and originates such distinguished network programs as "Battle Report," "American Forum," "Meet the Press" and "Richard Harkness and the News."

WNBW IS FIRST IN 178 OUT OF 363 QUARTER-HOUR PERIODS ON THE AIR, WITH THE REMAINING 185 DIVIDED AMONG THREE OTHER LOCAL TV STATIONS.

Out of 70 quarter-hour segments between 3:30 and 7 p.m., Monday through Friday, WNBW is first in 57.

WNBW — FIRST IN FILM SHOWS, CHILDREN'S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(Ratings—American Research Bureau, Nov. 1-8, 1951)

(Market data—Sales Management Survey of Buying Power, 1951)

W N B W

channel 4

REPRESENTED BY NBC SPOT SALES

Washington—(Continued)

WTOP-TV

LICENSEE: WTOP Inc.

ADDRESS: Warner Bldg. **ZONE:** 4 **PHONE:** Metropolitan 3200

AM AFFILIATE: WTOP **FM AFFILIATE:** WTOP-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 55% owned by Washington Post Co., publisher of Washington Post, and 45% by Columbia Broadcasting System Inc.

BEGAN OPERATION: January 16, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 40th & Brandywine Sts. N. W.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw Aural, 14.2 kw

MAKE OF ANTENNA: RCA **TYPE:** TF6A—Six-bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 460 ft. Above Ground, 300 ft.

STUDIO ADDRESS: 40th & Brandywine Sts., N.W.

HOURS OF OPERATION: 10 a.m.-2 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Field Type

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP, Telenews

STUDIO FACILITIES: Studio "B", 50x35 ft. Studio "C", 20x25 ft. Eight RCA field image orthicon cameras. Three 16mm film projectors. Two Balopticons. Three slide projectors. Mobile unit carries three field cameras.

EXECUTIVES:

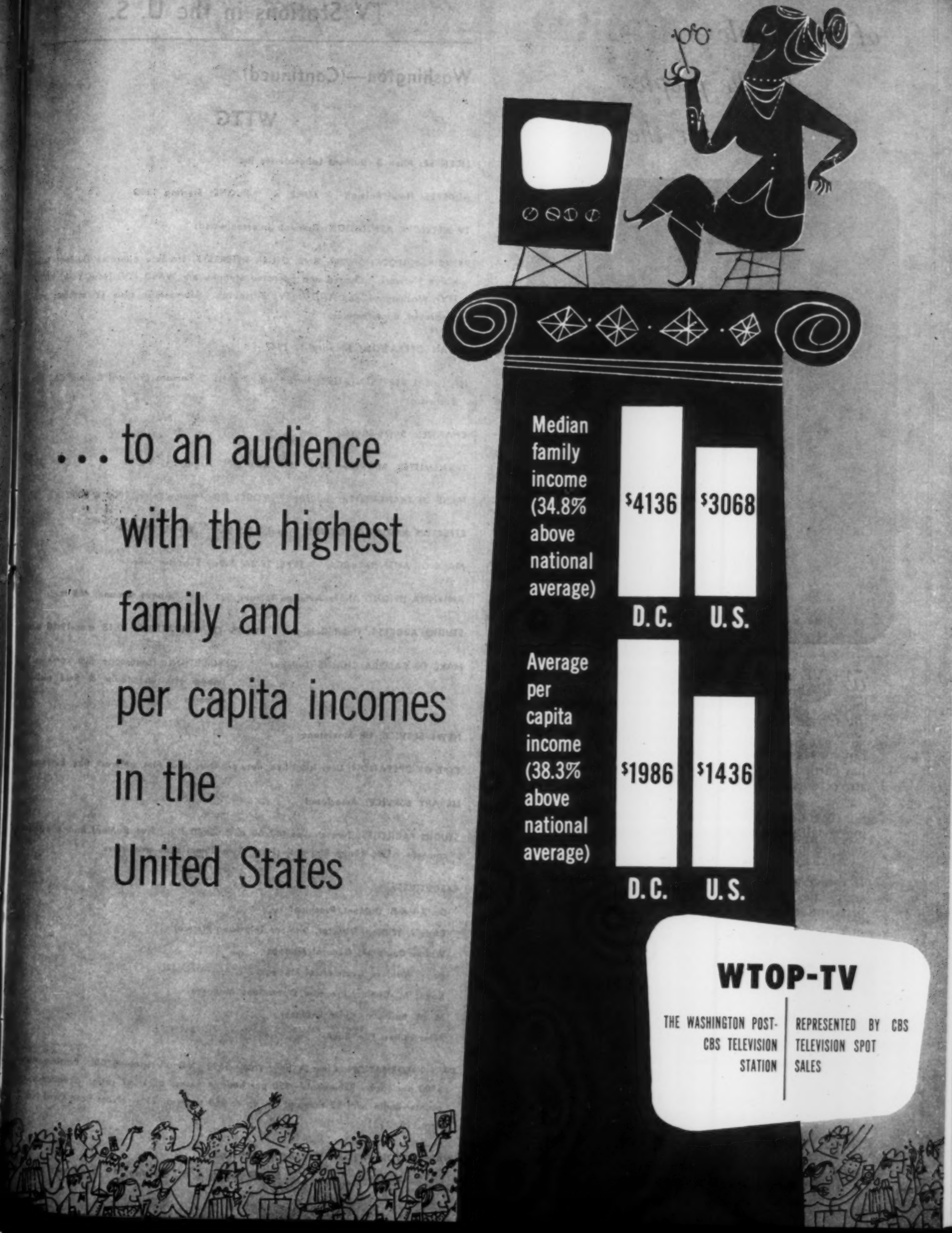
Philip L. Graham, Chairman of the Board
John S. Hayes, President & General Manager
George F. Hartford, Vice President in charge of Sales
Clyde M. Hunt, Vice President in charge of Engineering & Operations
Lloyd Dennis, Director of Program Service
Tom Taussig, Director of TV Program Operations
Bill Wood, News Director
Derek Dyatt, Film Director
Cody Pfanstiehl, Director of Audience Promotion
Gloria Markoff, Director of Sales Promotion
Granville Klink Jr., Chief Engineer
Larry A. Wilkinson, Engineer-in-charge, TV Facilities
Donald Saunders, Engineer-in-charge, Technical Operations

RATE INFORMATION: Class A hour rate—$550. Minute spot—$120. Rehearsals—$80 per hour for live studio (minimum half-hour), $50 per hour for film studio. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. Also weekly discounts of 3-5 days at 5%, 6-7 days at 10%. (From Rate Card No. 2, May 15, 1951.)

WASHINGTON ATTORNEY: Covington & Burling

In Washington, D. C.

WTOP-TV is in the business of presenting a better television service . . .


Median family income (34.8% above national average)
$4136
$3068
D.C.
U.S.
Average per capita income (38.3% above national average)
$1986
$1436
D.C.
U.S.

. . . to an audience with the highest family and per capita incomes in the United States

WTOP-TV

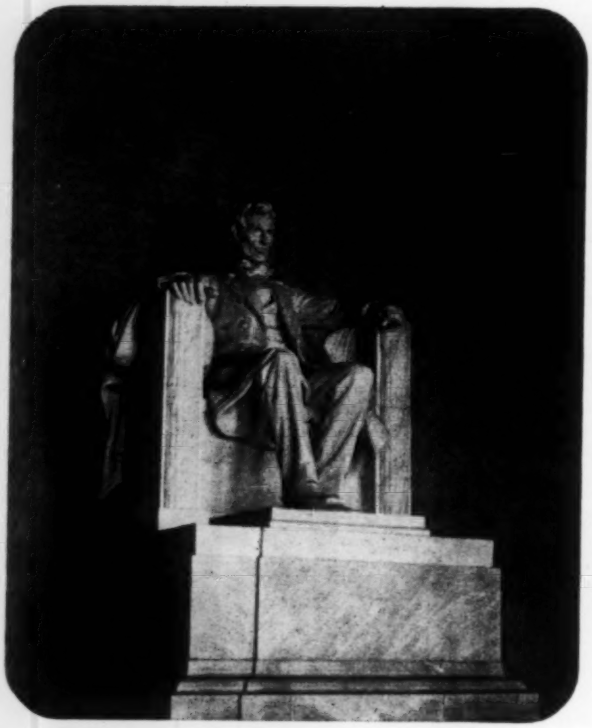
THE WASHINGTON POST-CBS TELEVISION STATION

REPRESENTED BY CBS TELEVISION SPOT SALES

of the people

by the people

for the people



WE'VE borrowed a few phrases from Old Abe to illustrate what Washingtonians already know . . . that WTTG is a station dedicated to the service of our community.

For six years, Washington's *first* television station has carried more locally-produced programs than any other station in this area.

Six years of outstanding local programs, outstanding local personalities, creative program ability and production know-how.

If you've an eye for Washington business—place your sales message on WTTG, Washington's *first* and most locally-minded television station.

WTTG

CHANNEL 5 IN WASHINGTON

Owned and Operated by Allen B. DuMont Laboratories, Inc.

Represented by

Harrington, Righter & Parsons, Inc.
New York • Chicago
Richard Railton Company
San Francisco

NOW IN OUR 6TH YEAR

TV Stations in the U. S.

Washington—(Continued)

WTTG

LICENSEE: Allen B. DuMont Laboratories Inc.

ADDRESS: Hotel Raleigh **ZONE:** 4 **PHONE:** Sterling 5300

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: January 1, 1947

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons (Richard Railton Co., San Francisco)

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 5217 19th Road, N. Arlington, Va.

MAKE OF TRANSMITTER: DuMont **MODEL NO:** Master Series 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A, 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 587 ft. Above Ground, 465 ft.

STUDIO ADDRESS: Hotel Raleigh **HOURS OF OPERATION:** 10:15 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: DuMont **DESCRIPTION:** Iconoscope film cameras & image orthicon studio & field pick-up cameras

NEWS SERVICE: UP Movietone

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios (40x60 and 40x40 ft.). Five DuMont image orthicon cameras. Two 16mm film projectors. Two 35mm slide projectors.

EXECUTIVES:

Dr. Allen B. DuMont, President
Chris J. Witting, Director, DuMont Television Network
Walter Compton, General Manager
Perry Walders, Commercial Manager
Roger M. Coelos, Program Operations Manager
M. M. Burleson, Chief Engineer
Jules Huber, Film Buyer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$100. Participation—$100 per spot. Rehearsals—$50 per hour in excess of 1½x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 7, Sept. 10, 1951.)

WASHINGTON ATTORNEY: Roberts & McInnis.

1949 **4 stations**

1950 **6 stations**

1951 **7 stations**

1952 **8 stations**

8 important television stations in 8 key markets of America. These successful stations know the full meaning and benefits derived from the separate and *undivided* representation provided by Harrington, Righter & Parsons, Inc. The principle preached in 1949—that television was different and important enough to deserve the attention in the national field of a company uncompromisingly devoted to the television medium — has become the positive fact of 1952.

At Harrington, Righter & Parsons you find a solid, experienced and well-rounded organization whose only interest is television. There is no compromise. That's why these 8 important television stations in 8 key markets have appointed us their exclusive national representative.

WLTV .... ATLANTA
owned by Broadcasting, Inc.

WAAM .... BALTIMORE
owned by WAAM, Inc.

WBEN-TV .... BUFFALO
owned by Buffalo Evening News

WFMY-TV . GREENSBORO
owned by Greensboro News and Record

WDAF-TV . KANSAS CITY
owned by The Kansas City Star

WHAS-TV . LOUISVILLE*
owned by the Courier-Journal &
the Louisville Times

*effective March 22, 1952

WTMJ-TV .. MILWAUKEE
owned by the Milwaukee Journal

WTTG .... WASHINGTON
owned by Allen B. DuMont Labs., Inc.

Harrington, Righter & Parsons, Inc.

the *only* exclusive television station representative

NEW YORK
CHICAGO
SAN FRANCISCO

one can't get along without the other

Three's not a crowd as far as we're concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country's top stations, aware of the value and importance of proper national representation, are choosing America's most alert reps . . .

AVERY-KNODEL
INCORPORATED

NEW YORK · CHICAGO · ATLANTA
SAN FRANCISCO · LOS ANGELES · DALLAS

TV Stations in the U. S.

Florida

Jacksonville—

WMBR-TV

LICENSEE: Florida Broadcasting Co.

ADDRESS: 702 Flagler St. **ZONE:** 7 **PHONE:** 9-4479

AM AFFILIATE: WMBR **FM AFFILIATE:** WMBR-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS Ed Norton, Frank King and Glenn Marshall Jr. are principal stockholders. Mr. Norton is also a principal stockholder of WAFM-TV Birmingham, Ala.

BEGAN OPERATION: October 14, 1949

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 4 (66-72mc)

TRANSMITTER ADDRESS: Mass. & Vine St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 14.8 kw Aural, 7.4 kw.

MAKE OF ANTENNA: Stainless

ANTENNA HEIGHT: Above Average Terrain, 477 ft. Above Ground, 477 ft.

STUDIO ADDRESS: 702 Flagler St. **HOURS OF OPERATION:** 6:45 a.m.-Midnight.

NEWS SERVICE: INS

STUDIO FACILITIES One studio (4300 sq. ft.). Two DuMont cameras. Two GE 16mm projectors. One Projectall (2½x2 in. card size). One Eastman slide projector.

EXECUTIVES:

Ed Norton, Chairman of Board
Frank King, President
Glenn Marshall Jr., General Manager
Charles Stone, National Commercial Manager
Bernie Adams, Program Director
E. B. Vordermark, Chief Engineer
Lewis Evenden, Assistant Chief Engineer
William Terry, Film Buyer & Operational Director

RATE INFORMATION: Class A hour rate—$520 (live) $400 (film). Minute spot—$78 (live), $60 (film). Participation—$30 per spot. (From Rate Card No. 3, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: A. D. Ring & Co.

THE FACTS ABOUT JACKSONVILLE

- It's a One-Station-Market
- It has 52,000 TV families
- This means 43.3% penetration
- WMBR-TV has 100% share of audience
- You can reach this audience for only 72¢ per thousand
- WMBR-TV is Florida's only interconnected station
- The station beams 162 live network shows and 32 live local shows each week.

WMBR-TV CIRCULATION

JANUARY 1, 1952

62,900	TV Sets In Total Coverage Area
52,000	TV Sets In 0.1 MV/m (60 mi. Radius)
43.3%	TV Penetration
43,472	TV Sets In Duval County
50.6%	TV Penetration

	COUNTIES	FAMILIES*	TV SETS**
FLORIDA	Baker	1,600	202
	Bradford	3,000	638
	Clay	4,800	900
	Duval	85,900	43,472
	Nassau	3,700	1,315
	Putnam	7,900	2,250
	St. Johns	7,900	1,920
	Union	2,200	58
GEORGIA	Camden	1,900	695
	Charlton	1,200	550
	TOTALS	120,100	52,000

*Sales Management—1951 **RTMA and Dealers Estimates

CURRENT AVAILABILITIES

"Come Into the Kitchen" Monday thru Friday

Conducted by Nell Smith who has 20 years experience lecturing on and demonstrating foods and appliances. She speaks with authority to the women of Jacksonville as an expert on food and food products.

"Jacksonville Matinee" Monday thru Friday

Audience participation, conducted before a live audience, makes this half-hour program easy viewing and puts the audience in a receptive mind for your clients.

Live, Film or Slide copy accepted

CBS
NBC
DuM
ABC

JACKSONVILLE, FLORIDA **CHANNEL 4**

represented nationally by: **AVERY-KNODEL, INC.**

NEW YORK • CHICAGO • SAN FRANCISCO
LOS ANGELES • ATLANTA

TV Stations in the U. S.

Miami—

WTVJ

LICENSEE: Southern Radio & Television Equipment Co.

ADDRESS: 17 Northwest 3rd St. **ZONE:** 31 **PHONE:** 82-6671

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Wometco Theatres Corp., theatre chain in southeast. Principal stockholders of Wometco are Mitchell Wolfson and Sidney Meyer.

BEGAN OPERATION: March 21, 1949

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Hotel Everglades

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-6C

EFFECTIVE RADIATED POWERS: Visual, 16.5 kw. Aural, 8.25 kw

MAKE OF ANTENNA: GE **TYPE:** 3-Bay

ANTENNA HEIGHT: Above Average Terrain, 306 ft. Above Ground, 312 ft.

STUDIO ADDRESS: 17 N. W. 3rd St. **HOURS OF OPERATION:** 9:30 a.m.–1 a.m.

MAKE OF CAMERA CHAINS: DuMont and GE **DESCRIPTION:** Studio and field

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP

LIBRARY SERVICE: Thesaurus, World

STUDIO FACILITIES: One studio (40x22 ft.). One rehearsal studio (60x22 ft.). Theatre Studio seating 1,000. Seven image orthicon cameras (four studio, three remote). Four 16mm film projectors. One duplex slide projector (3¼x4 in.). One iconoscope film camera.

EXECUTIVES:
Mitchell Wolfson, President
Lee Ruwitch, Vice President & General Manager
John S. Allen, Business & Sales Manager
John Shay, Program & Technical Coordinator
Lee Phillips, Program Director
Lee Waller, Assistant Program Director
Dick Troxel, Production Manager
Earl W. Lewis, Chief Engineer
Labe Mell, Film Director
Arthur L. Gray, National Sales Manager
Lynn Morrow, Public Relations & Administrative Assistant to General Manager
Burt Toppan, Publicity Director & Promotion Manager
Hal Kopplin, Art Director
Ralph Renick, News Director
Jack Cummins, Sports Director

RATE INFORMATION: Class A hour rate—$600 (film only). Minute spot—$110. Participation—$40-$50 per spot. Rehearsals—$50 per half-hour in excess of 1x1 rate. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 7, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

CONSULTING ENGINEER: Jansky & Bailey

Current Realities

Number of sets
as of Feb. 1st 102,000

PLUS - high spending market
(per capita income) $1,800

PLUS - One station market

PLUS - 10% increase in year-round
population every year including 1951.

EQUAL
A "MUST" BUY

Channel 4 WTVJ
MIAMI, FLORIDA

NATIONAL REPRESENTATIVE
FREE and PETERS, Inc.

BOOM OVER MIAMI

and this Boom is here to stay!

WTVJ brought this boom to South Florida in March of 1949 and it has continued to grow and grow and grow.

Rorabaugh figures show that this phenomenal increase is built on a solid foundation of consistent year-round local advertisers. An average of 185 local advertisers invest in WTVJ television every month in the year. For eight consecutive months WTVJ televised for more local advertisers than any other television station in the nation.

These advertisers have found that WTVJ has developed a progressive, show-wise operation which attracts more and more viewers daily. Better yet, these advertisers have discovered that the WTVJ viewers buy and buy and buy in South Florida's great year-round market.

See and hear our story from your nearest Free and Peters' Colonel.

NATIONAL ASSOCIATION
RADIO NEWS DIRECTORS
DISTINGUISHED
ACHIEVEMENT
AWARD • 1951
WTVJ

Florida's First TV Station

IN THE SOUTH'S RICHEST MARKET
MIAMI, FLORIDA

WTVJ
Channel 4

For Meritorious Public Service to Your Community!

CHILDREN AROUND THE WORLD

How children live and play . . . in Greece, in Africa, Italy, Greenland, Mexico, China, and Japan . . . how they grow up in Navajo-land, in Ireland and Norway, Spain and Holland . . . this is the subject of these delightful, authentic films, made on-the-spot by EBF cameramen. There are nineteen films (one reel) in this series—and they'll delight your entire audience . . . win praise for your good taste, too! Easily sponsored. Details on request.

APS Television

Maurice B. Mitchell, *General Manager*,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

TV Stations in the U. S.

Georgia

Atlanta—

WAGA-TV

LICENSEE: The Fort Industry Co.

ADDRESS: 1018 W. Peachtree **PHONE:** Emerson 2541

AM AFFILIATE: WAGA **FM AFFILIATE:** WAGA-FM

TV NETWORK AFFILIATION: CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Licensee owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, KEYL (TV) San Antonio, WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati, WGBS-AM-FM Miami. Mr. Storer is publisher of Miami Beach Florida Sun.

BEGAN OPERATION: March 8, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1018 W. Peachtree

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 26.5 kw Aural, 13.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 531 ft. Above Ground, 500 ft.

STUDIO ADDRESS: 1018 W. Peachtree **HOURS OF OPERATION:** 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Two RCA image orthicon cameras. Two RCA iconoscope film camera chains. One slide projector (2x2 in.). One Balopticon. Two RCA 16mm motion picture projectors. Two RCA image orthicon field cameras.

EXECUTIVES:

Geo. B. Storer, President
Lee B. Wailes, Executive Vice President
Stanton P. Kettler, Vice President (Southern District)
J. W. Collins, Local Advertising Manager
Claude H. Frazier, National Advertising Manager
Don Naylor, Program Director & Film Buyer
Geo. B. Smith, Chief Engineer
Dale Clark, News Editor & Special Events
Jim Woods, Sports Editor
Norman Grey, Production Director

RATE INFORMATION: Class A hour rate—$650. Minute Spot $104. Frequency Discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 6, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

waga says . . .

"if you want to move goods in the Atlanta market, use . . .

waga-tv

all the way."

NEW STUDIOS

waga-tv studios are the newest and finest in Atlanta.

Your programs carry prestige and are assured top production when they originate in the new studios of waga-tv.

waga-tv is CBS in Atlanta, Ga.

National Sales Headquarters:
NEW YORK — 488 MADISON AVENUE
CHICAGO—230 N. MICHIGAN AVENUE
Represented Nationally by
THE KATZ AGENCY, INC.

SNADER PRODUCTIONS
Proudly presents

WASHINGTON
SPOTLIGHT

featuring the internationally famous
news-analyst and columnist,

MARQUIS CHILDS

and a weekly guest panel
made up of America's history-making
personalities. . . .

* Senator Capehart
* Senator Kefauver
* Senator Wiley
* Senator Dirkson
* Congressman Scott
* Congressman Joe McCarthy
* Michael DiSalle
* plus dozens of others

TIMELY . . .
The topics of discussion on WASHINGTON SPOTLIGHT are geared to the headlines. The program features thought-provoking, controversial issues currently in the news.

UP TO THE MINUTE . . .
Each week's show is flown to you direct from the processing laboratories . . . immediately after it has been filmed!

HISTORY-MAKING . . .
The nation's most important public figures make history-making disclosures on every program. WASHINGTON SPOTLIGHT constantly finds itself quoted from by the wire services and news magazines . . . because WASHINGTON SPOTLIGHT scores one news-beat after another!

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

59 E. Van Buren
Chicago, Illinois

735 Spring St. N. W.
Atlanta, Georgia

229 West 42nd Street
New York, New York

1900 Euclid
Cleveland, Ohio

TV Stations in the U. S.

Atlanta—(Continued)

WLTV

LICENSEE: Broadcasting Inc.

ADDRESS: 15 Forsyth St., S.W. **ZONE:** 2 **PHONE:** Cypress 6676

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by a group of Atlanta businessmen, of whom the following own 5,000 or more shares each: Walter Sturdivant, Clement A. Evans, Alfred D. Kennedy Jr., Harris Robertson, Arthur Montgomery.

BEGAN OPERATION: Sept. 30, 1951

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 1601 W. Peachtree St.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.8 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-6B

ANTENNA HEIGHT: Above Average Terrain, 546 ft. Above Ground, 600 ft.

STUDIO ADDRESS: 15 Forsyth St., S.W.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Studio and film cameras

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes

NEWS SERVICES: AP, Acme

EXECUTIVES:
Walter C. Sturdivant, President
William T. Lane, Vice President & General Manager
George P. Moore Jr., Commercial Manager
Roger O. Van Duzer, Program Director
Harvey J. Aderhold, Technical Director
Ann Hutcheson, Traffic Manager
John Barry, Film Buyer

RATE INFORMATION: Class A hour rate—$500. Minute spot—$75. Frequency discou Begin with 13 times at 5% up to 156 times at 30%. (From Rate Card N Oct. 1, 1951.)

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: A. Earl Cullum Jr.

Local TV Shows That Sparkle - - and SELL

Atlanta's WLTV is building an increasing schedule of local programs . . . shows that are sales-minded; shows that are aimed straight at the local tastes and interests of the Atlanta community; shows that are skillfully produced to win *loyal* and *responsive* audiences.

Roger Van is a handy man . . . whether he's making a piano and organ talk simultaneously, playing telephone quiz games with his loyal afternoon viewers, or lending his unaffected neighborly personality to a commercial, on his daily feature called "Anything Goes."

All day, every day, Shirley Krayble and her aides shop Atlanta's stores for the best bargain buys in all lines from lipsticks to pots and pans. And every Monday thru Friday, from 3:30 to 4:00 P.M., Shirley displays and demonstrates her "best buys of the day" to a loyal audience of women who know they can rely on her judgment. She personally handles an average of 150 phone calls and dozens of letters daily from homemakers who consult her for shopping advice. A top grade sales vehicle, this "Shopping Atlanta" . . . because women **believe** in the program.

RIGHT ?
WRONG ?

WLTV's weather forecasts are authoritative, complete and down-to-earth . . . done by meteorologist Al Stakely, who is a familiar, trusted and popular visitor to Atlanta-area homes whenever it's "time to talk about the weather." The WLTV weather reporter is as Southern as fried chicken . . . and just as good!

WLTV
CHANNEL 8 ATLANTA

Represented by
HARRINGTON, RIGHTER & PARSONS, INC.

ABC Network

General Manager
William T. Lane

WLTV's Ray McCay and his SWINGBILLIES serve up a half hour of gay music and good humor nightly to that immense North Georgia audience that loves the folk music and songs of the South and West. Plus which, they do such amazing things as pulling 2,000 persons in one week into a sponsor's stores with a single little offer used exclusively on their show!

News is something that WLTV delivers skillfully and frequently, daytime and nighttime . . . crisp, easy-to-watch summaries of world and regional events, amply illustrated with up-to-the-minute telephotos. Here, news-telecaster Bob Martin checks his news before air-time.

Atlanta—(Continued)

WSB-TV

LICENSEE: Atlanta Newspapers Inc.

ADDRESS: Biltmore Hotel **PHONE:** Elgin 6711

AM AFFILIATE: WSB **FM AFFILIATE:** WSB—FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Atlanta Journal and Constitution. James M. Cox, ex-Governor of Ohio, is principal stockholder. Same interests own and operate WHIO-AM-FM-TV Dayton, O.; WSB-AM-FM-TV Atlanta, Ga.; WIOD-AM-FM Miami, Fla.; also publish Dayton Daily News and Journal Herald, Springfield News and Sun, Miami News.

BEGAN OPERATION: September 29, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 780 Willoughby Way.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: RCA **TYPE:** TFS–14–A

ANTENNA HEIGHT: Above Average Terrain, 932 ft. Above Ground, 1,062 ft.

STUDIO ADDRESS: 1601 W. Peachtree

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Field

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** AP

LIBRARY SERVICE: Standard, World

STUDIO FACILITIES: Four orthicon cameras for studio shows. Two image orthicon field cameras. One iconoscope camera. Two 16mm film projectors.

EXECUTIVES:

J. M. Cox Jr., President
J. Leonard Reinsch, Managing Director
John M. Outler Jr., General Manager
Marcus Bartlett, Station Manager
C. F. Daugherty, Chief Engineer
Jean Hendrix, Film Buyer

RATE INFORMATION: Class A hour rate—$650 (film only). Minute spot—$104. Participation—$39-$78 per spot. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card, Jan. 10, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

Ask any qualified television engineer about this formula:

50,000 watts of radiated power on channel 2 from a tower 1,062 ft. high

wsb-tv

World's tallest TV tower
Atlanta, Georgia

Affiliated with The Atlanta Journal and Constitution
Represented by Edw. Petry & Co., Inc.

TV Stations in the U. S.

Illinois

Chicago—

WBKB

LICENSEE: Balaban & Katz Corp.

ADDRESS: 190 North State St. ZONE: 1 PHONE: Randolph 6-8210

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by United Paramount Theatres Inc., owner of national chain of movie theatres. If FCC approves merger of ABC and UPT, Columbia Broadcasting System will buy facilities of WBKB.

BEGAN OPERATION: September 6, 1946

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: American National Bank Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 25.2 kw Aural, 12.6 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 390 ft. Above Ground, 700 ft.

STUDIO ADDRESS: 190 N. State St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Studio A (24x26 ft.) includes two image orthicon studio cameras. Studio G (35x55 ft.) includes two image orthicon studio cameras. Studio C (8x10 ft.) designed for news broadcasts and similar type programs. Film studio includes two iconoscope and one image orthicon cameras, 16mm and 35mm film projectors, slide projector for 35 mm film or 2x2–in. slides, Multiscope projector for 4x3–in. cards.

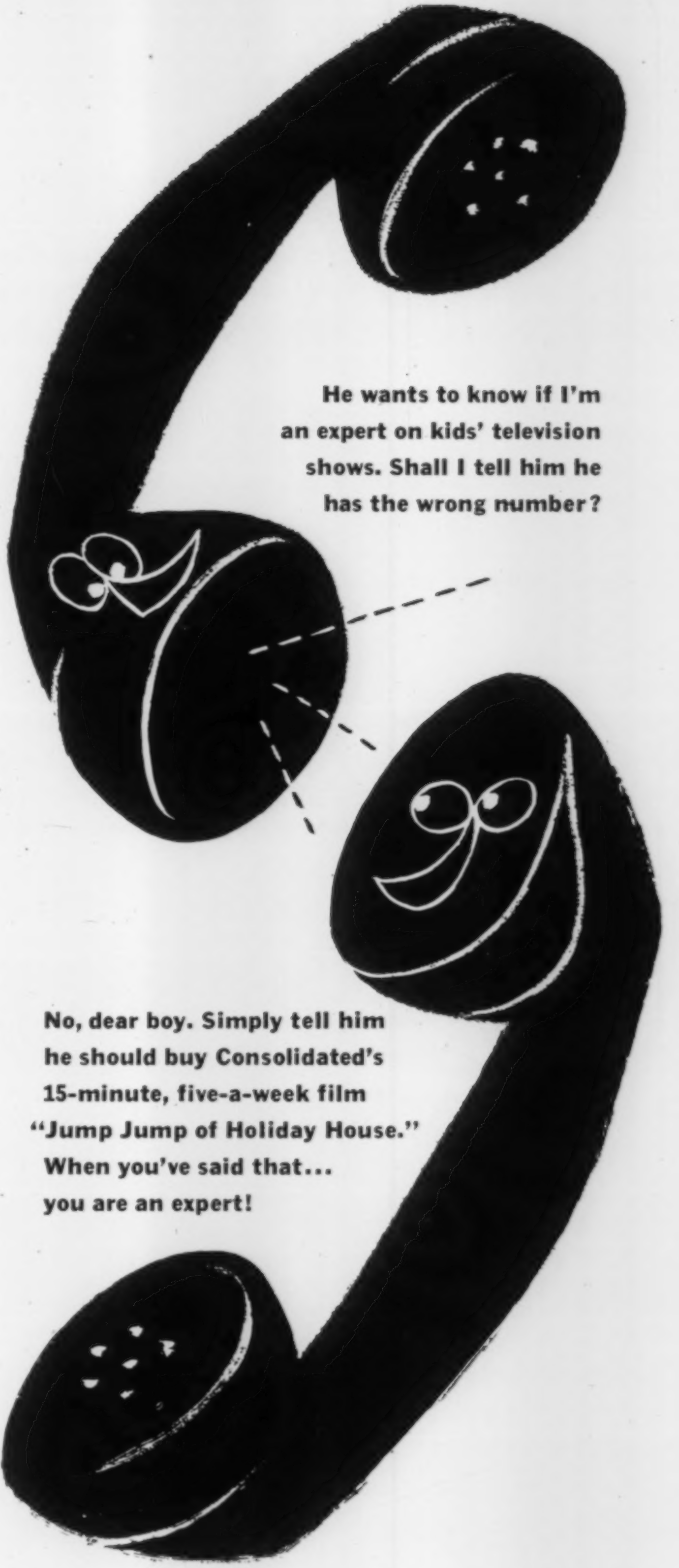
EXECUTIVES:

Leonard Goldenson, President (UPT)
Robert H. O'Brien, Secretary-Treasurer (UPT)
John H. Mitchell, General Manager
Milton D. Friedland, Traffic Manager
S. C. Quinlan, Program Director
William P. Kusack, Chief Engineer
Carl Russell, Film Buyer
Matt Vieracker, Controller
George Rice, Office Manager
Lee Salberg, Publicity & Promotion Director
William Ryan, Production Manager

RATE INFORMATION: Class A hour rate—$1,300 (live), $1,500 (film). Minute spot—$325. Participation per spot—$85–$250. Rehearsals—$50 per half hour for live studio; $60 per hour in excess of pre–broadcast run thru for film studio (minimum—$30). Frequency discounts—Begin with 13 times at 5% up to 208 times at 20%. (From Rate Card No. 8, Oct. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.

CONSULTING ENGINEER: Andrew Corp. (Chicago)



He wants to know if I'm an expert on kids' television shows. Shall I tell him he has the wrong number?
No, dear boy. Simply tell him he should buy Consolidated's 15-minute, five-a-week film "Jump Jump of Holiday House." When you've said that... you are an expert!

Consolidated Television Sales
a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

IN CHICAGO...

Here's your best buy in daytime television

STOP
LOOK
LISTEN
OR

BOB AND KAY, 12 Noon, Mon.-Fri.

If you want more *pull* in Chicago, pull up a chair and get the facts on the *Bob and Kay Show.* You just can't beat 'em in Chicago for entertainment ... and for results. One day, by accident, Kay mentioned where she had bought the $89.95 blouse she was wearing. The store wasn't even a sponsor, but Kay's plug sold 75 of the blouses! She and Bob can do the same for you ... and so can these other great shows on Channel 7:

Beulah Karney	2:00 p.m.	Mon., Wed., Fri.
Housewives' Holiday	2:00 p.m.	Tues. & Thurs.
Barbara Moro	2:30 p.m.	Mon. thru Fri.
Sagebrush Theatre	4:30 p.m.	Mon. thru Fri.
King Calico	5:45 p.m.	Mon., Wed., Fri.
Sports Highlights	6:20 p.m.	Mon. thru Fri.

CHANNEL 7
WENR-TV
CHICAGO

American Broadcasting Company

Chicago—(Continued)

WENR-TV

LICENSEE: American Broadcasting Co. Inc.

ADDRESS: 20 N. Wacker Drive **ZONE:** 6 **PHONE:** Andover 3-0800

AM AFFILIATE: WENR **FM AFFILIATE:** WENR-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward J. Noble is princi stockholder. ABC owns & operates WJZ-AM-FM-TV, New York, WENR-AM-FM Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pe ing FCC approval.

BEGAN OPERATION: September 17, 1948

NATIONAL REPRESENTATIVE: ABC-TV Spot Sales

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: 20 N. Wacker Drive

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 28.3 kw Aural, 14 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-6A, Six-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 667 ft. Above Ground, 660 ft.

STUDIO ADDRESS: 20 N. Wacker Drive

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK-10A, TK-20A, TK-30A

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.

NEWS SERVICE: AP, INS

STUDIO FACILITIES: Studio "A" is 28x52x18 ft. Studio "B" is 15x20x9 ft. Studio "N is 36x44x22 ft. Studio "6" is 34x47x11 ft. Penthouse studio is 25x30x14 ft. Ci Theatre is 32x70x60 ft. for stage, seats 800. Sixteen studio cameras. Two RC iconoscope film cameras. Two RCA 16mm film projectors. Two RCA 35mm film pr jectors. One mobile unit with three RCA field cameras. One GPL 16mm film proje tor. Due April 1, two RCA image orthicon cameras, two GPL 16mm film projector one Gray Telopticon, two automatic slide projectors, four Eastman slide projector

EXECUTIVES:

Edward J. Noble, Chairman of Board (ABC)
Robert E. Kintner, President (ABC)
John H. Norton Jr., Vice President, Central Division (ABC)
Roy McLaughlin, Commercial Manager
Jack Brand, Executive Producer
James Pollak, Program Director
John Fitzpatrick, Production Manager
E. C. Horstman, Chief Engineer
Polly Thompson, Film Buyer
Jack McCord, Business Manager of Television Dept.
Clara Heider, Operational Supervisor

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participation $167.50-$300 per spot. Rehearsals—Minimum charge for studio rehearsal is at rate of one hour. For additional rehearsal periods in excess of one hour, char will be made at 50% of the hourly rate for each additional 30 minutes or l For Civic Theatre, one hour charges are $200 for camera, $100 for audio o $75 dry run. For Studios A, N and Penthouse, one hour charges are $100 camera, $75 for audio only, $40 dry run. Frequency discounts—Begin with times at 2½% up to 260 times at 20%. (From Rate Card No. 6, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

Presenting the

CHICAGO TV *STORY*

A comparison of average station audience ratings

DAY and NIGHT

12:00 to 4:00 P.M.*
(Monday through Friday)

WNBQ	6.6
Station B	1.6
Station C	1.6
Station D	1.8

*American Research Bureau (Jan.-Dec. 1951)

4:00 to 6:00 P.M.*
(Sunday through Saturday)

WNBQ	10.9
Station B	2.3
Station C	7.7
Station D	3.4

*American Research Bureau (Jan.-Dec. 1951)

6:00 to 11:00 P.M.*
(Sunday through Saturday)

WNBQ	17.8
Station B	15.1
Station C	7.7
Station D	8.4

*American Research Bureau (Jan.-Dec. 1951)

ALL QUARTER HOURS*

WNBQ	11.5
Station B	6.9
Station C	6.5
Station D	5.6

*American Research Bureau (Jan.-Dec. 1951)

Again proving the

NO. 1 TV Station

in Chicago is . . .

WNBQ

CHANNEL 5

Chicago—(Continued)

WGN-TV

LICENSEE: WGN Inc.

ADDRESS: 441 N. Michigan Ave. **ZONE:** 11 **PHONE** Superior 7-0100

AM AFFILIATE: WGN **FM AFFILIATE:** WGNB

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Tribune Co., publisher of Chicago Tribune. Same interests (Col. Robert R. McCormick) own WPIX (TV) New York and publish New York News and Washington (D.C.) Times-Herald.

BEGAN OPERATION: April 15, 1948

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 435 N. Michigan Ave.

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-7B & TT-8B

EFFECTIVE RADIATED POWERS: Visual, 29 kw Aural, 14.5 kw

MAKE OF ANTENNA: RCA **TYPE:** TF6B Six-Element

ANTENNA HEIGHT: Above Average Terrain, 585 ft. Above Ground, 609 ft, 6 in.

STUDIO ADDRESS: 441 N. Michigan Ave. **HOURS OF OPERATION:** 10 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: AP, UP, INS, Tribune Press

LIBRARY SERVICE: Associated, Standard

STUDIO FACILITIES: Studio 1A (seating 400), four cameras. Studio 5A (43x68 ft), seats 150, two cameras. Studio 5B (31x25 ft.), two cameras. Studio 6A (34x51 ft.), two cameras. Studio 6B (34x51 ft.), two cameras. Studio 7A (32x60 ft.), three cameras. Studio 7B (12x16 ft.), one camera. Two mobile units include three field cameras each. Two 35mm Somplex projectors. Two 16mm projectors. Two slide projectors (3¼x4 in.).

EXECUTIVES:

Colonel Robert R. McCormick, President
Frank P. Schreiber, General Manager
William A. McGuineas, Commercial Manager
Ted Weber, Western Sales Manager
Jay Faraghan, Program Director
Carl J. Meyers, Chief Engineer
Elizabeth Bain, Film Buyer
Spencer Allen, Director of News
George Petterson, Director of Operations

RATE INFORMATION: Class A hour rate—$1,000 (live), $850 (film). Minute spot—$200. Participations—$110-$120 per spot. Rehearsals—$25 per half hour in excess of 1x1 ratio for live studio. Frequency discounts—Begin with 13 weeks at 5% up to 52 weeks at 10%. Also weekly discounts beginning with 2 days at 2½% up to 7 days at 15%. (From Rate Card No. 8, March 1, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis.

Chicago—(Continued)

WNBQ

LICENSEE: National Broadcasting Co.

ADDRESS: Merchandise Mart **ZONE:** 54 **PHONE:** Superior 7-8300

AM AFFILIATE: WMAQ **FM AFFILIATE:** WMAQ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: January 9, 1949

NATIONAL REPRESENTATIVE: NBC Spot Sales

TRANSMITTER ADDRESS: Civic Opera Bldg.

CHANNEL: 5 (76-82 mc)

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.25 kw Aural, 12.29 kw

MAKE OF ANTENNA: RCA **TYPE:** 4 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 627 ft. Above Ground, 627 ft.

STUDIO ADDRESS: Merchandise Mart **HOURS OF OPERATION:** 6:45 a.m.-1:15 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: AP, UP, INS

STUDIO FACILITIES: One studio (43x68 ft.), four cameras. One studio (17x39 ft.), two cameras. One studio (40x54 ft.), three cameras. One studio theatre, three cameras. One film studio, two cameras. Two 16mm film projectors. Two 35mm film projectors. Two slide projectors. One mobile unit.

EXECUTIVES:

Joseph McConnell, President (NBC)
Harry C. Kopf, Vice President & General Manager
Jules Herbuveaux, Manager of TV Operations
John J. McPartlin, Sales Manager
George Heinemann, Program Manager
Howard Luttgens, Chief Engineer
Isabelle Cooney, Film Procurement
John F. Whalley, Controller
William Ray, News & Special Events Manager
Jack Ryan, Press Manager
John Keys, Promotion Manager

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$300 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $200 (31-60 minute program), $100 (5-30 minute program). Addition studio, $125 (31-60 minute program), $62.50 (5-30 minute program). Live studio $50. Film studio, $31.25. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Aug. 15, 1951.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel.

ENGINEER: Raymond Guy.

. . . *Here's* TV *Coverage*

. . . A WGN-TV advertiser made an introductory offer on his first program . . . a one minute announcement at 11:45 p.m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late . . . if you want results . . .

call your WGN-TV representative for availabilities

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

You'll Buy the
WHBF-TV MARKET
EASIER
if you know these facts:

FACT 1 — THE QUAD-CITIES ARE TIED TOGETHER BY PHYSICAL PROXIMITY, BY BUSINESS ACTIVITY, AND BY SOCIAL BONDS INTO ONE LARGE METROPOLITAN UNIT.

FACT 2 — THE 234,256 PEOPLE IN THIS METROPOLITAN AREA RESIDE IN THE 4 CITIES SIMILARLY TO RESIDENTS IN THE BOROUGHS OF NEW YORK.

FACT 3 — THE QUAD-CITIES IS 82ND IN POPULATION—AND 14TH IN EFFECTIVE BUYING INCOME PER CAPITA, AMONG SALES MANAGEMENT'S 162 METROPOLITAN COUNTY AREAS.

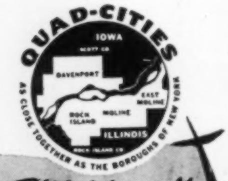
FACT 4 — THE QUAD-CITIES IS 69TH IN BUYING POWER AND 76TH IN RETAIL SALES, AMONG SALES MANAGEMENT'S 162 METROPOLITAN COUNTY AREAS.

FACT 5 — WHBF IS THE ONLY TV STATION IN ILLINOIS OUTSIDE OF CHICAGO (180 MILES AWAY). AFFILIATED WITH ABC, DU MONT AND COLUMBIA TV NETWORKS.

FACT 6 — YOU COVER THE ENTIRE QUAD-CITY METROPOLITAN AREA WHEN YOU USE WHBF-TV—85,134 FAMILIES NOW HAVE TV. (AS OF JANUARY 1, 1952).

FACT 7 — ON CHANNEL 4—WHBF-TV HAS RECENTLY DOUBLED ITS POWER.

WHBF-TV SELLS TO QUAD-CITIANS



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

Les Johnson,
Vice President and Manager

Rock Island—

WHBF-TV

LICENSEE: Rock Island Broadcasting Co.

ADDRESS: Telco Bldg. **PHONE:** 6-5441

AM AFFILIATE: WHBF **FM AFFILIATE:** WHBF-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is J. W. Potter Co., publisher of Rock Island Argus.

BEGAN OPERATION: July 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Telco Bldg.

MAKE OF TRANSMITTER: DuMont **MODEL:** 2000

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 11.7 kw

MAKE OF ANTENNA: RCA **TYPE:** TF5A

ANTENNA HEIGHT: Above Average Terrain, 370 ft. Above Ground, 485 ft.

STUDIO ADDRESS: Telco Bldg. **HOURS OF OPERATION:** 10 a.m.-11 p.m.

MAKE OF CAMERA CHAINS: DuMont **DESCRIPTION:** Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS

LIBRARY SERVICE: Langworth, Standard

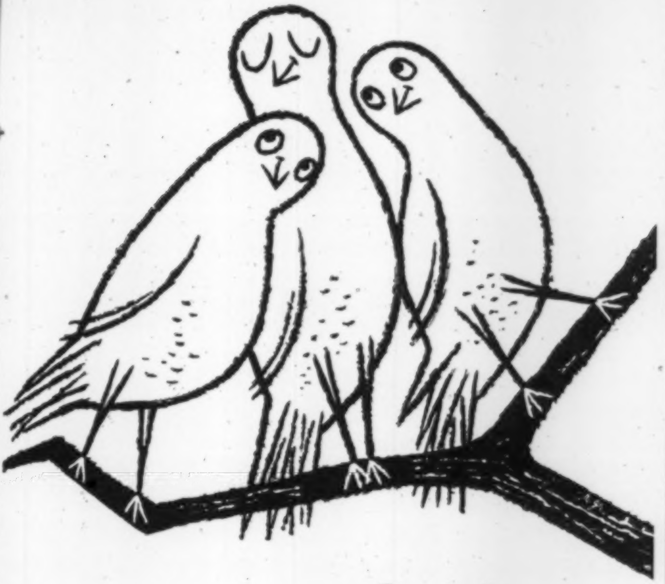
STUDIO FACILITIES: Main studio (30x20 ft.), two image orthicon cameras. Two 16mm film projectors. One Monochrome scanner. Two image orthicon field cameras.

EXECUTIVES:
Ben H. Potter, President
Leslie C. Johnson, Vice President & General Manager
Maurice Corken, Commercial Manager
Fred K. Leo, Public Relations Director
Forest W. Cooke, Program Director & Film Buyer
Robert J. Sinnett, Chief Engineer

RATE INFORMATION: Class A hour rate—$360 (live), $300 (film). Minute spot—$80 (live), $60 (film). Participation per spot—$45. Frequency discounts—Begin with 25 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: E. C. Page



one can't get along

without the other

Three's not a crowd as far as we're concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country's top stations, aware of the value and importance of proper national representation, are choosing America's most alert reps . . .

AVERY-KNODEL
INCORPORATED
NEW YORK · CHICAGO · ATLANTA
SAN FRANCISCO · LOS ANGELES · DALLAS

Indiana

Bloomington—

WTTV

LICENSEE: Sarkes Tarzian Inc.

ADDRESS: East Hillside Drive **PHONE:** 2-1407

AM AFFILIATE: WTTS

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMONT (Interconnected with privately-owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a radio-TV and electronics components and parts manufacturer.

BEGAN OPERATION: November 11, 1949

NATIONAL REPRESENTATIVE: Robert Meeker Assoc. Inc.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: East Hillside Drive

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.2 kw, Aural, 13.6 kw

MAKE OF ANTENNA: RCA **TYPE:** 6-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 707 ft. Above ground, 650 ft.

STUDIO ADDRESS: East Hillside Drive **HOURS OF OPERATING:** 11 a. m. to 11 p. m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICES: AP, Acme

LIBRARY SERVICES: Snader

STUDIO FACILITIES: One studio (25x50 ft.). Two RCA cameras. One RCA projector. Super Projectall.

EXECUTIVES:

Sarkes Tarzian, President
Glenn Van Horn, General Manager
Robert Lemon, Station Manager & Commercial Manager
Norman Cissna, Assistant Sales Manager
Robert Petranoff, Program Director & Film Buyer
Norton Weigel, Chief Engineer
James Ratcliffe, Traffic Director
Susan Bartlett, Continuity Director
Steve Briggs, Production Manager
Albert Fiscus, Film Director

RATE INFORMATION: Class A hour rate—$500. Minute spot—$90. Frequency discount—Begin with 13 times at 5% up to 156 times at 30%. (From Rate Card No. 4, March 1, 1952.)

WASHINGTON ATTORNEY: A. L. Stein

CONSULTING ENGINEER: Kear & Kennedy

Indianapolis—

WFBM-TV

LICENSEE: WFBM-TV

ADDRESS: 1330 N. Meridian St. **ZONE:** 2 **PHONE:** Lincoln 8506

AM AFFILIATE: WFBM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Harry M. Bitner and family. Same interests own WFBM-AM-TV Indianapolis, WEOA Evansville, Ind. WOOD-AM-TV Grand Rapids, WFDF Flint, Mich.

BEGAN OPERATION: May 30, 1949

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Merchants Bank Bldg.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 28.2 Aural, 18 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 428 ft. Above Ground, 428 ft.

STUDIO ADDRESS: 1330 N. Meridian St. **HOURS OF OPERATION:** 9 a.m.–Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader, Screen Gems **NEWS SERVICE:** AP, INS, NBC, Telenews

STUDIO FACILITIES: Two studios (40x60 and 40x40 ft.). Six RCA cameras. Two RCA 16mm film projectors. One Balopticon (6x8 in.). One Projectall (3x4 in.).

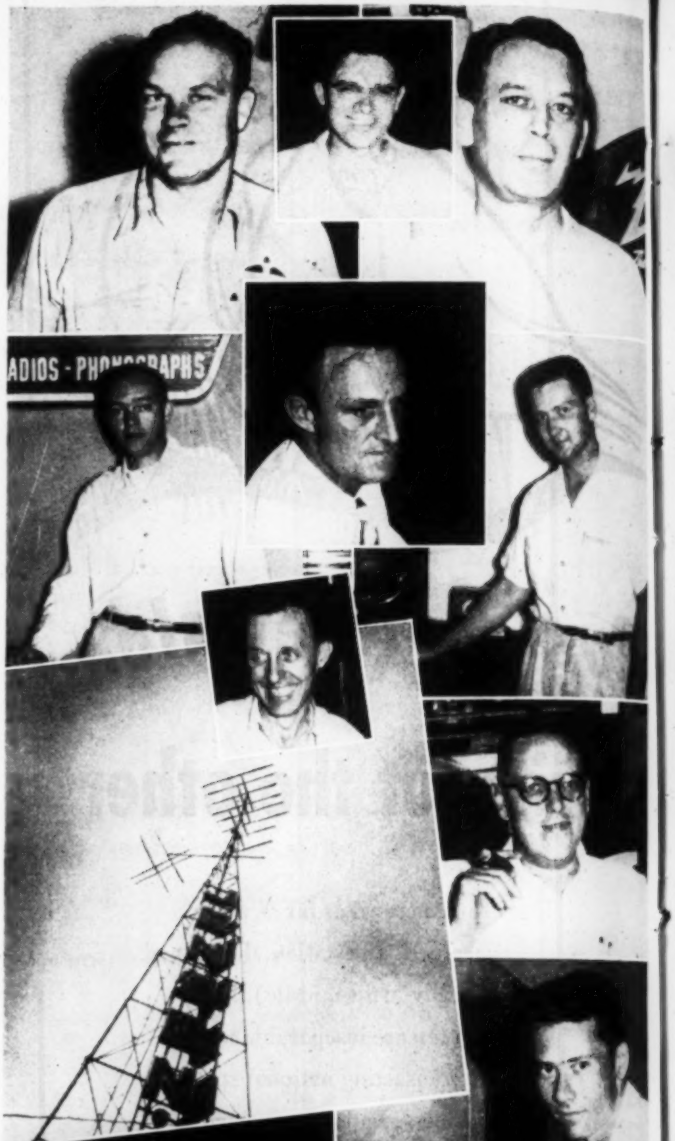
EXECUTIVES:

Harry M. Bitner, President
Harry M. Bitner Jr., General Manager
William F. Kiley, Commercial Manager
Hugh Kibbey, Program Director & Film Buyer
Harold Holland, Chief Engineer
Melvin C. Green, Secretary-Treasurer

RATE INFORMATION: Class A hour rate—$580 (live), $480 (film). Minute spot—$100. Participations—$100 per spot. Rehearsals—$100 per hours in excess of 1x1 ratio for live studio, $75 per hour in excess of normal run-through (pro-rated to nearest quarter hour). (From Rate Card No. 4, Feb. 1, 1951.)

WASHINGTON ATTORNEY: Dempsey & Kopolovitz

CONSULTING ENGINEER: Gillett & Bergquist



TERRE HAUTE
Indiana

LAWRENCEVILLE
Illinois

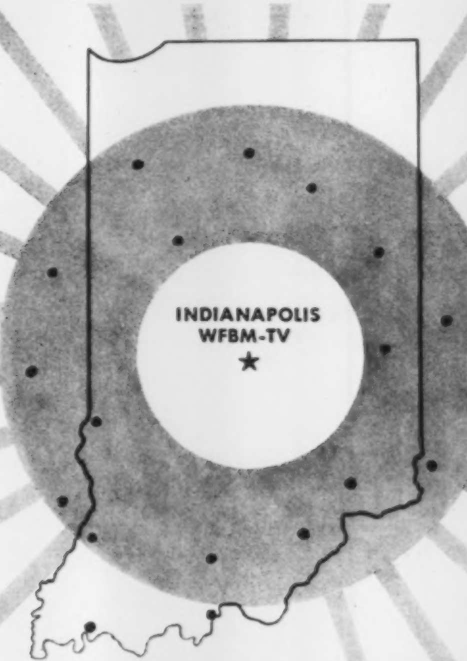
EVANSVILLE
Indiana

PARIS
Illinois

VINCENNES
Indiana

DANVILLE
Illinois

MARSHALL
Illinois



FAR AWAY DEALERS SAY:

"*You get a* BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS"

● The television set dealers pictured at the left, located in communities far beyond the theoretical WFBM-TV coverage area, verify the BIG BONUS audience of Indiana's **FIRST** Station. Evansville, Indiana, for instance (located 164 miles from Indianapolis) is just one of the "bonus communities" where viewers watch WFBM-TV. Thousands of television families in hundreds of cities and towns and on farms in areas far from the station make up this "big bonus group," by watching WFBM-TV regularly.

And that's just the "*bonus*" market WFBM-TV offers you!

On February 1, 1952, approximately 210,000 TV sets were installed within the station's regular coverage area. Add the BONUS THOUSANDS of sets to that figure and you'll agree WFBM-TV is one of the best buys in the country for your advertisers.

Indiana ranks among the first ten states, both agriculturally and industrially. That means high employment and HIGH incomes. Check this money-loaded Hoosier market—then—let WFBM-TV cover it for you.

First in Indiana

RADIO TELEVISION WFBM

WFBM-TV

Channel 6, Indianapolis

Affiliated with: WEOA, *Evansville, Ind.*—WFBM, *Indianapolis, Ind.*—WFDF, *Flint, Mich.*—WOOD *and* WOOD-TV, *Grand Rapids, Mich.*

REPRESENTED NATIONALLY BY THE KATZ AGENCY

SNADER PRODUCTIONS

presents

DICK TRACY

★ 39 half-hour episodes now available

★ Filmed in Hollywood expressly for TV

★ Complete publicity and promotion campaign available

FEATURING:

RALPH BYRD	as DICK TRACY
LYLE TALBOT	as THE BRAIN
ANGELA GREENE	as TESS TRUEHEART
JOE DEVLIN	as SAM CATCHEM

★ **SURE-FIRE** entertainment for youngsters from 6 to 96, featuring America's crime-busting hero, DICK TRACY, and his behind-the-scenes police adventures in the war against crime. Here's a show that just can't miss building a big mass audience in every TV market. It's thrilling, dramatic, educational . . . teaches clean living and respect for the law.

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.

Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

59 E. Van Buren
Chicago, Illinois

735 Spring St., N. W.
Atlanta, Georgia

229 West 42nd Street
New York, New York

1900 Euclid Street
Cleveland, Ohio

Iowa

Ames—

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts

ADDRESS: Ames, Iowa **PHONE:** 2500 Ext. 281

AM AFFILIATE: WOI **FM AFFILIATE:** WOI-FM

TV NETWORK AFFILIATION ABC, CBS, NBC, DuMont (Interconnected)

BEGAN OPERATION: February 21, 1950

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 3 miles S. W. of Ames

MAKE OF TRANSMITTER: GE **MODEL NO:** 4TT-6C

EFFECTIVE RADIATED POWERS: Visual, 15.6 kw Aural, 8 kw

MAKE OF ANTENNA: RCA **TYPE:** 3-Element

ANTENNA HEIGHT: Above Average Terrain, 560 ft. Above Ground, 580 ft.

STUDIO ADDRESS: Exhibit Hall, ISC **HOURS OF OPERATION:** 1 p.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INP

LIBRARY SERVICE: SESAC

STUDIO FACILITIES: Two 16mm projectors, one 35mm slide projector, one 2x2 in. slide and film projector. One balopticon, card size 3x4 in.

EXECUTIVES:

Charles E. Friley, President
Richard B. Hull, General Manager
Robert C. Mulhall, Operations Manager
Edward P. Wegener, Program Director
Louie L. Lewis, Chief Engineer
John Dunlop, Film Buyer

RATE INFORMATION: Class A hour rate—$400 (film only). Minute spot—$80. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. Accepts no local advertising. (From Rate Card No. 3, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Cohn & Marks.

CONSULTING ENGINEER: Jansky & Bailey

First

in educational television

Telecasting . . .

Bringing to Central Iowa's quarter-million television viewers the vast resources of the Iowa State College in homemaking, agricultural and cultural information, plus selected programming from all four television networks.

Teaching . . .

The nation's only fully-licensed television station to be owned and operated by an educational institution offers specialized professional training for selected students in TV engineering, program and production. Facilities include related college departments together with the Television Theatre and workshop.

Program Development . . .

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.

WOI - TV
IOWA STATE COLLEGE
AMES, IOWA

NBC-TV **CBS-TV** **ABC-TV** **DuMont-TV**

Get this...he wants a "reasonably priced show with real big-time Hollywood production values." What shall I say?

Say yes...then call Consolidated and ask them to airmail us a print of "The Best Things in Life."

Consolidated Television Sales
A division of Consolidated Television Productions, Inc.

Sunset & Van Ness, Hollywood 28, HO9-6369
25 Vanderbilt Ave., New York 17, MU 6-7543
612 Michigan Ave., Chicago 11, MI 2-5231

Davenport—

WOC-TV

LICENSEE: Central Broadcasting Co.

ADDRESS: 805 Brady St. PHONE: 3-3661

AM AFFILIATE: WOC FM AFFILIATE: WOC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Col. B. J. Palmer and Mr. D. D. Palmer are the principal stockholders. They also own WHO-AM-FM Des Moines and 25% of KMA Shenandoah, Ia., and KMTV (TV) Omaha, Neb.

BEGAN OPERATION: October 31, 1949

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: RR #1, Bettendorf, Iowa

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22.9 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: 5 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 342 ft. Above Ground, 358 ft.

STUDIO ADDRESS: 805 Brady St. HOURS OF OPERATION: 6:45 a.m.-11p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: One Studio (15x30 ft.), two cameras. One studio (24x40 ft.), two cameras. Three studio cameras. Two remote field cameras. Two film cameras. One Multiscope.

EXECUTIVES:

Col. B. J. Palmer, President
D. D. Palmer, Vice President & Treasurer
Ralph Evans, Executive Vice President
William D. Wagner, Secretary
Ernest Sanders, Resident Manager
Mark Wodlinger, Sales Manager
Chas. Freburg, Program Director
Fred A. Reed, Sales Promotion Manager
Paul Arvidson, Chief Engineer

RATE INFORMATION: Class A hour rate—$300. Minute spot—$60 ($10 extra for live). Participation—$62.50 flat, or $70 per spot. Rehearsal—$60 per hour program, permitting 2 x 1 ratio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. D. Ring & Co.

SOLD DOWN THE RIVER

UP THE RIVER

ACROSS THE RIVER

DELAWARE
DUBUQUE
JO DAVIESS
JACKSON
JONES
LINN
BENTON
CLINTON
WHITESIDE
East Moline, Ill.
CEDAR
Bettendorf, Iowa
SCOTT
Moline, Ill.
HENRY
BUREAU
Davenport, Iowa
Rock Island, Ill.
JOHNSON
IOWA
MUSCATINE
ROCK ISLAND
STARK
KNOX
KEOKUK
WASHINGTON
LOUISA
WARREN
JEFFERSON
HENRY
DES MOINES
HENDERSON

When Advertised on WOC-TV

WOC-TV *Sells!*

In fact, WOC-TV's reputation as a *Selling Medium* is growing so rapidly that this station is approaching the SOLD OUT stage. There are a few good program and announcement availabilities left, so you'd BETTER ACT NOW.

Better act now . . . if you want to reach WOC-TV's 23 county good viewing area. *Better act now* . . . and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power *30.2% above the national per capita average* (Sales Management 1951 "Survey of Buying Power").

Let us or your nearest F & P office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that SELLS!

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives

The QUINT CITIES

WOC-TV
AM FM

Col. B. J. Palmer, ***President***
Ernest C. Sanders, ***Resident Manager***

For Meritorious Public Service to Your Community!

TRIP AROUND THE WORLD

. . . with the crack cameramen of Encyclopedia Britannica Films is yours for the asking with the EBF series of World Films. Alaska . . . Africa . . . West Indies . . . South Pacific Isles . . . countries of Europe and South America . . . they're all delightfully documented on film . . . 39 different quarter-hour units for you to schedule *now*. You'll find sponsors, viewers . . . plus lots of praise for your service to all . . . in this round-the-world trip. Details on request.

APS Television

Maurice B. Mitchell, *General Manager,*
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

TV Stations in the U. S.

Kentucky

Louisville—

WAVE-TV

LICENSEE: WAVE Inc.

ADDRESS: 334 E. Broadway **ZONE:** 2 **PHONE:** Wabash 2201

AM AFFILIATE: WAVE **FM AFFILIATE:** WRXW

TV NETWORK AFFILIATION: ABC, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Norton Jr. is principal stockholder.

BEGAN OPERATION: November 4, 1948

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 334 E. Broadway

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24.1 kw Aural, 12.1 kw

MAKE OF ANTENNA: RCA **TYPE:** TF5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 510 ft. Above Ground, 570 ft.

STUDIO ADDRESS: 334 E. Broadway **HOURS OF OPERATION:** 6:45 a.m.-Midnight.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK-30A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Main studio, 36x55 ft. Studio N II, 22x33 ft. Four image orthicon cameras. Two 16mm film projectors. One 35mm slide projector. Two Balopticons (3¼x4 in.) Remote equipment consists of two or more field cameras.

EXECUTIVES:

George Norton Jr., President
Nathan Lord, General Manager
Ralph Jackson, Commercial Manager
George Patterson, Program Director
Wilbur Hudson, Chief Engineer
Jack Boyle, Director of TV Operation
Cyrus D. Crites, Director of Publicity and Promotion

RATE INFORMATION: Class A hour rate—$450. Minute spot—$97 (live), $90 (film). Participation—$97 per spot (live), $90 (film). Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 6, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

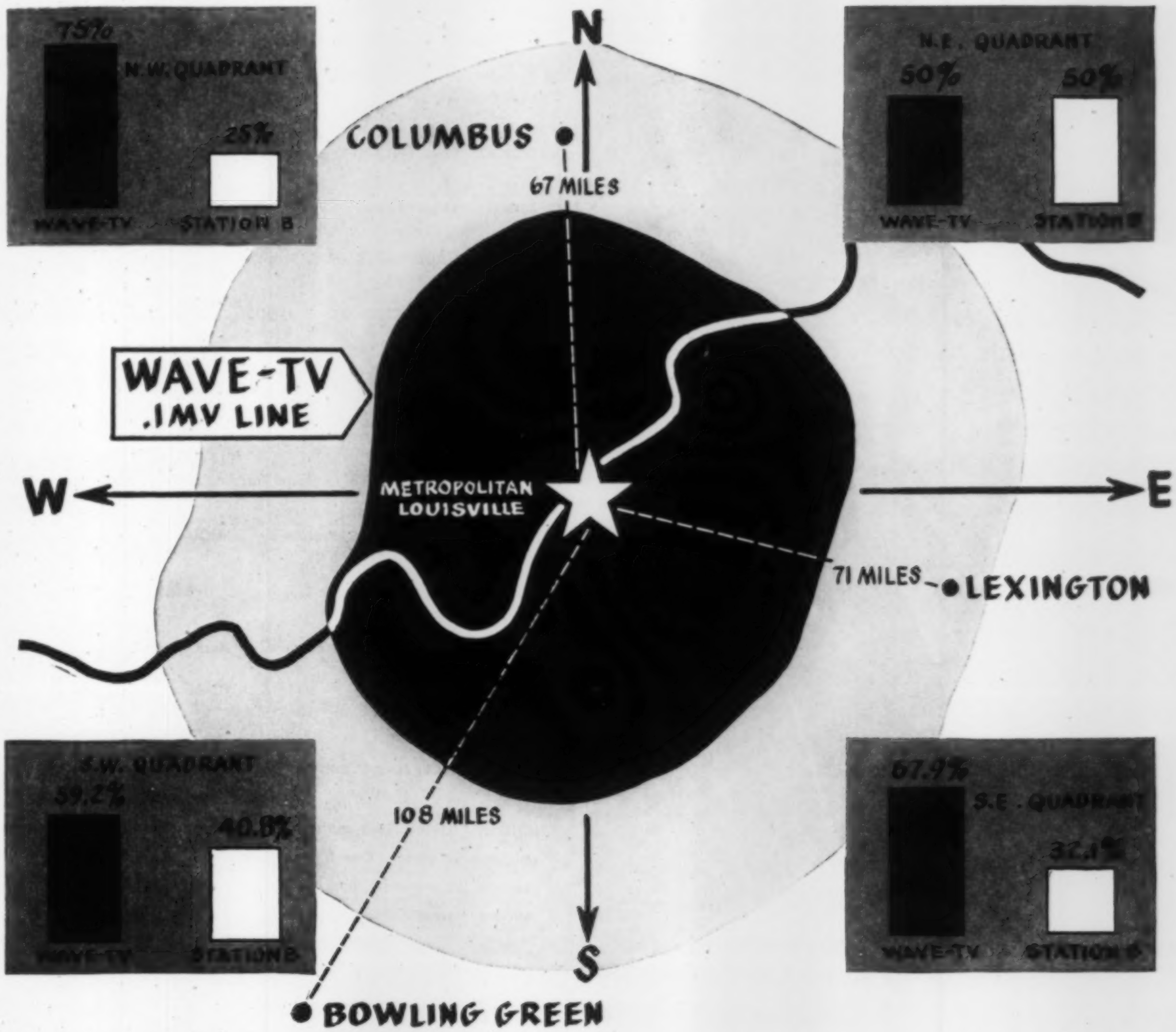
CONSULTING ENGINEER: A. D. Ring & Co.

WAVE-TV

FIRST IN COVERAGE!
First in Audience Preference!
First In Kentucky!

63.1% OF FRINGE-AREA RECEIVERS OBTAIN A CLEARER PICTURE FROM WAVE-TV THAN FROM LOUISVILLE'S 2ND STATION!

(Based on scientific, authoritative survey made by Dr. Raymond A. Kemper, Head of the Psychological Services Center, University of Louisville, in 44 towns and cities in WAVE-TV fringe area, November, 1951)


N.W. QUADRANT
75%
25%
WAVE-TV
STATION B
N.E. QUADRANT
50%
50%
WAVE-TV
STATION B
N
COLUMBUS
67 MILES
WAVE-TV .IMV LINE
W
E
METROPOLITAN LOUISVILLE
71 MILES
LEXINGTON
108 MILES
S
BOWLING GREEN
S.W. QUADRANT
59.2%
40.8%
WAVE-TV
STATION B
67.9%
S.E. QUADRANT
32.1%
WAVE-TV
STATION B

WAVE-TV

LOUISVILLE, KY.

CHANNEL 5 • NBC, ABC, DUMONT

Free & Peters, Inc., *Exclusive National Representatives*

How did I become a vice president? Used my head. While others were sinking money in live TV, I got in touch with Consolidated and bought a bang-up show on film. Then I bought spot market. No wasted circulation... costs less, too. And I don't mind adding that it pleased the client no end.

Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TV Stations in the U. S.

Louisville—(Continued)

WHAS-TV

LICENSEE: WHAS Inc.

ADDRESS: Sixth & Broadway ZONE: 2 PHONE: Wabash 2211

AM AFFILIATE: WHAS

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Courier-Journal and Louisville Times Co., publisher of Louisville Courier-Journal and Times.

BEGAN OPERATION: March 27, 1950

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Sixth & Broadway

MAKE OF TRANSMITTER: GE MODEL NO: TT-6D

EFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: GE TYPE: Special built 12 Bay—Super Gained

ANTENNA HEIGHT: Above Average Terrain, 529 ft. Above Ground, 600 ft.

STUDIO ADDRESS: Sixth & Broadway HOURS OF OPERATION: 10 a.m.-10:30 p.m.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Portable

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

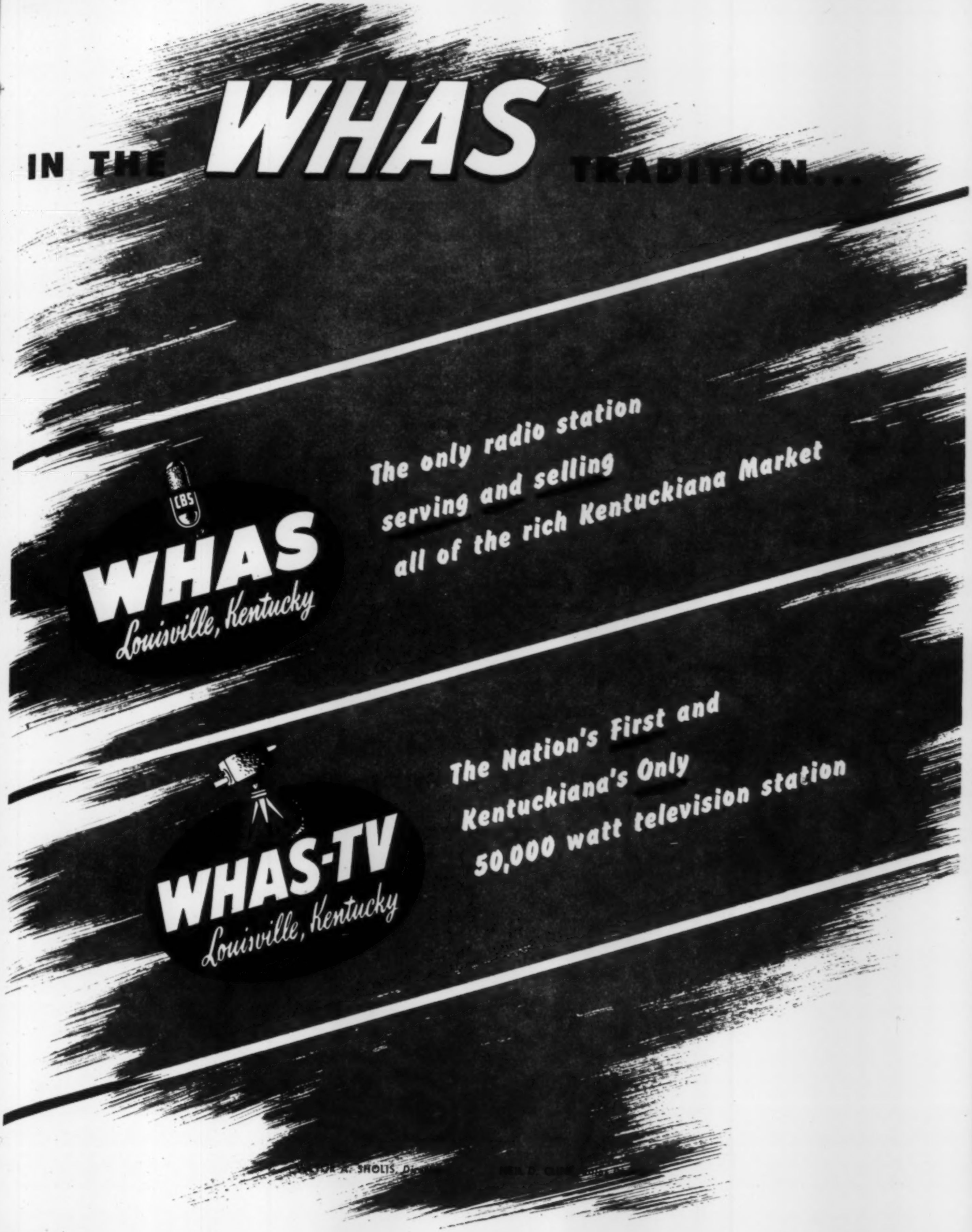
STUDIO FACILITIES: Two studios, 42x60 ft. and 30x50 ft., four cameras. One mobile unit, two cameras. One film camera chain. Two 16mm film projectors. One slide projector (3¼x4 in.). One opaque projector. Bell & Howell Model 70H 16mm silent movie camera. Complete 16mm equipment for cutting and editing.

EXECUTIVES:

- Barry Bingham, President
- Victor A. Sholis, Vice President & Director
- Neil Cline, Sales Director
- William F. Loader, Promotion Manager
- Ralph Hansen, Program Director & Film Buyer
- Orrin W. Towner, Technical Director

RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$100. Participation—$100 per spot. Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 4, Sept. 15, 1951.)

WASHINGTON ATTORNEY: Miller & Schroeder.



IN THE WHAS TRADITION...

CBS
WHAS
Louisville, Kentucky

The only radio station
serving and selling
all of the rich Kentuckiana Market

WHAS-TV
Louisville, Kentucky

The Nation's First and
Kentuckiana's Only
50,000 watt television station

VICTOR A. SHOLIS, Director   NEIL D. CLINE, [illegible]

TELEVISION STATIONS IN THE UNITED STATES

Louisiana

New Orleans—

WDSU-TV

LICENSEE: WDSU Broadcasting Corp.

ADDRESS: 520 Royal St. **ZONE:** 16 **PHONE:** Tulane 4371

AM AFFILIATE: WDSU **FM AFFILIATE:** WDSU-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edgar B. Stern Jr. is principal stockholder.

BEGAN OPERATION: December 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Hibernia Bank Bldg.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 31 kw Aural, 15.5 kw

MAKE OF ANTENNA: RCA **TYPE:** TF5A, 5 section Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 395 ft. Above Ground, 425 ft.

STUDIO ADDRESS: 520 Royal St. **HOURS OF OPERATION:** 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Field camera chains

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP, NBC Newsreel, Acme Photo

LIBRARY SERVICE: Capital, World

STUDIO FACILITIES: One studio (100x55 ft.), two RCA studio image orthicon cameras. Two RCA film cameras. Two 16mm film projectors. One slide projector (2x2 in.). One combination slide and Balopticon projector (3¼x4 in.). One automatic slide projector (2x2 in.).

EXECUTIVES:

Edgar B. Stern Jr., President
Robert D. Swezey, General Manager
Lester E. Kabacoff, Secretary-Treasurer
Louis Read, Commercial Manager
Lindsey Riddle, Chief Engineer
Rose Wetzel, Film Buyer

RATE INFORMATION: Class A hour rate—$500 (live), $400 (film). Minute spot—$95 (live), $80 (film). Participations—$75 per spot. Rehearsals—$75 per hour for first hour, $60 per hour thereafter for rehearsals in excess of 2x1 ratio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Pierson & Ball.

CONSULTING ENGINEER: E. C. Page Consulting Engineers

FOR OUTSTANDING CONTRIBUTION TO
CREATIVE TELEVISION TECHNIQUE
1951

"For the FIRST Televising of the Kefauver Hearings..."

WDSU-TV RECEIVES THE 1951 SYLVANIA AWARD

- WDSU-TV is deeply grateful for the honor of receiving the 1951 Sylvania Award and the Citation of the Award Committee:

"This station's enterprise and imagination in first seeing the public service implications of bringing the Kefauver Committee's sessions to television, set a precedent of far reaching importance."

WDSU-TV
CHANNEL 6
NEW ORLEANS

CALL
BLAIR-TV!

Maryland

Baltimore—

WAAM

LICENSEE: WAAM Inc.

ADDRESS: 3725 Malden Ave. **ZONE:** 11 **PHONE:** Mohawk 7600

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ben and Herman Cohen and families are principal stockholders.

BEGAN OPERATION: November 1, 1948

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 13 (210-216 inc.)

TRANSMITTER ADDRESS: 3725 Malden Ave.

MAKE OF ANTENNA: RCA **TYPE:** TF-6A, 6-Bay Batwing

EFFECTIVE RADIATED POWERS: Visual, 26.1 kw Aural, 13.8 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-6A, 6-Bay batwing

ANTENNA HEIGHT: Above Average Terrain, 530 ft. Above Ground, 495 ft.

STUDIO ADDRESS: 3725 Malden Ave. **HOURS OF OPERATION:** 10:20 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, Acme

LIBRARY SERVICE: World

STUDIO FACILITIES: Main studio is 65x65x25 ft. Second studio is 20x30x10 ft. Announcer studio is 14x12x10 ft. Two 16mm film projectors. Two 35mm slide projectors. Gray Telopticon. Four camera chains. Two mobile field camera chains.

EXECUTIVES:

Ben Cohen, President
Norman C. Kal, Executive Vice President
Ken Carter, General Manager
Armand Grant, Assistant General Manager & Director of Sales
Herbert B. Cahan, Program Manager & Film Buyer
Ben Wolfe, Director of Engineering
Glenn Lahman, Chief Engineer
Pel Schmidt, Local Sales Manager
Joel Chaseman, Director of Public Service & Publicity
Paul Kane, Studio Production Supervisor

RATE INFORMATION: Class A hour rate—$650. Minute spot—$113.75. Participations—$85-$110 per spot. Rehearsals—$50 per hour live studio, $25 per hour film studio in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 312 times at 25%. (From Rate Card No. 6, May 1, 1951.)

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Kear & Kennedy

OUR TV FILMS CAN
SELL FOR YOU TOO!

VIRGINIA DARE WINE
RYBUTOL
RED TOP BEER
BARTLEY STORES
NATIONAL TEA COMPANY
INTERNATIONAL SHOE COMPANY
CROWN DRUG COMPANY
CAPITAL PAPER COMPANY
POLK MILK COMPANY
COURTESY MOTORS
HORSE TRADER ED
LANGENDORF UNITED BAKERIES
AMERICAN VITAMIN ASSOCIATES
BUSTER BROWN SHOE COMPANY
NORGE AND BARDAHL
ARDEN DAIRY
DEAN MILK COMPANY
HELM'S BAKERIES
THE HUMKO COMPANY
SWAN CLEANERS
FLETCHER JONES CHRYSLER DEALER
HOFFMAN COMPANY
AND HUNDREDS MORE

ADRIAN WEISS PRODUCTIONS PRESENT THE
CRAIG KENNEDY
CRIMINOLOGIST SERIES
STARRING
DONALD WOODS
With Sydney Mason and Lewis Wilson
Mystery! • Suspense! • Action!

13 HALF-HOUR FILMS
IMMEDIATE DELIVERY
13 MORE
CRAIG KENNEDYS
NOW IN PRODUCTION

Your audience will thrill to these exciting mystery shows. Beautiful settings, excellent casts, wonderfully photographed. Sponsors get five product identifications and 3 full length selling commercials at climax point of each story, guaranteeing that viewers see and hear sponsor's message.

ANOTHER NEW HALF-HOUR SERIES!
13 New Action Packed TV Films
"THE THRILL OF YOUR LIFE"
For Immediate Delivery

Top entertainment for the entire family. Real-life comedy and drama, as lived by real people. A lion tamer, judo teacher, swordsman, ski-jumper, parachute fire fighter, tillerman on a hook and ladder, water ballet queen, pistol marksman, horse trainer . . . all vividly filmed . . . available now to sell any sponsor's products.

WHY NOT LET OUR FILMS SELL FOR YOU TOO?

13 Craig Kennedy Criminologist Series (13 more in production)
13 "The Thrill of Your Life"
52 Full Length Westerns
3 15-Episode Serials
13 Cartoons
6 Wrestling Subjects
8 Western Featurettes
26 Travelogues
6 Nursery Rhymes
26 Full Length Features
100's of Silent Slapstick Comedies and Other Subjects

LOUIS WEISS & COMPANY
655 N. FAIRFAX AVE.
Los Angeles 36, Calif. • WEbster 8-5287
Phone, Write or Wire for Available Open Markets—
Prices and Audition Films—Don't Delay, Contact Us Today!

SNADER PRODUCTIONS
present
TELEVISION'S FINEST SELECTION OF

FEATURE FILMS

BONNIE PRINCE CHARLIE
THE COURTNEY AFFAIR
THE WOODEN HORSE
HOUR OF GLORY
FLESH AND BLOOD
ANGEL WITH A TRUMPET
WONDER BOY
MAN IN THE DINGHY
THE HIDEOUT
SAINTS AND SINNERS
WOMAN OF DOLWYN
INTERRUPTED JOURNEY
SEVEN DAYS TO NOON
FOREVER AND A DAY
THE AMAZING ADVENTURE
ADVENTURE IN BLACKMAIL
STORM IN A TEACUP
BUT NOT IN VAIN
THE GREEN COCKATOO
UNDER THE RED ROBE
DARK JOURNEY
TEN DAYS IN PARIS
FAREWELL AGAIN
ACTION FOR SLANDER
SOUTH RIDING
A WOMAN ALONE
WINGS OF THE MORNING
DINNER AT THE RITZ

FEATURING THESE BIG-NAME STARS:
HOWARD KEEL
RICHARD TODD
ANNA NEAGLE
DAVID NIVEN
MICHAEL WILDING
RAY MILLAND
IDA LUPINO
CHARLES LAUGHTON
CARY GRANT
VIVIEN LEIGH
REX HARRISON
ANN TODD
HENRY FONDA
ANNABELLA
MERLE OBERON
ROBERT CUMMINGS

PLUS
MANY NEW FEATURES SOON TO BE RELEASED!

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

59 E. Van Buren
Chicago, Illinois

735 Spring St., N. W.
Atlanta, Georgia

229 West 42nd Street
New York, New York

1900 Euclid Street
Cleveland, Ohio

Baltimore—(Continued)

WBAL-TV

LICENSEE: Hearst Corp. (Radio & Television Division)

ADDRESS: 2610 N. Charles St. **ZONE:** 18 **PHONE:** Hopkins 3000

AM AFFILIATE: WBAL

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hearst Corp. owns and operates WBAL-AM-FM-TV Baltimore, WISN-AM-FM Milwaukee and through affiliation WCAE-AM-FM Pittsburgh. It also owns 25% of KING-AM-FM-TV Seattle. Hearst newspapers are: New York Journal-American and Mirror, Albany (N. Y.) Times-Union, Boston Record and American, Baltimore News-Post, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee Sentinel, Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald-Express, San Antonio Light, Seattle Post-Intelligencer.

BEGAN OPERATION: March 11, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 11 (198-204 inc.)

TRANSMITTER ADDRESS: 2401 Violet Ave.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-6B Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 540.4 ft. Above Ground, 447 ft.

STUDIO ADDRESS: 2610 N. Charles St. **HOURS OF OPERATION:** 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Film-Iconoscope, live-image orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: NBC **NEWS SERVICE:** Telenews

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio "H" (30x50 ft.), three image orthicon cameras. Studio "E" (40x100 ft.), four image orthicon cameras, seats 300. Small studio (25x35 ft.). Two iconoscope film chains. Three 16mm film projectors. Four 35mm slide projectors. One Teleopticon (4x5 in.). Rear screen projector for studios. Mobile unit with three image orthicon cameras.

EXECUTIVES:

Charles B. McCabe, Vice President & Executive Director
D. L. Provost, Vice President & General Manager
John T. Wilner, Vice President (Engineering)
Arnold Wilkes, Director of Public Affairs & Education
Victor F. Campbell, Program Director
Leslie H. Peard Jr., Station Manager
Jerre Wyatt, Program Manager
Thomas J. White Jr., News & Publicity Manager
John Frankenfeld, Film Buyer
Mollie Martin, Director of Women's Programs
William C. Bareham, Chief Engineer

RATE INFORMATION: Class A hour rate—$700. Minute spot—$125. Participations—$80-$100 per spot. Frequency discounts—Begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 7, April 1, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

"Month after month
more advertisers
spend more dollars
on WBAL-TV...
than any other
Baltimore station"

Nationally Represented by
Edward Petry and Co., Inc.

Television Baltimore
WBAL-TV
NBC in Maryland

Oh, it was just
one of those things.
This client calls
up and says he's
got to reach kids,
lots of kids...and
fast! So I say...
buy Consolidated's
"Adventures of
Cyclone Malone."
He does. Well, you
know what happened!
Ten thousand
kids rushed into
his stores and
in less than 24 hours
he'd sold them
10,000 quarts of
ice cream. And that's
not all. Before
the campaign
was over 106,400
kids had made purchases
tied in with Cyclone
Malone badges.
Was I ever a hero!
Still am, in fact,
because when
anyone wants a good
show on film, I say,
call

Consolidated
Television Sales

a division of
Consolidated Television
Productions, Inc.

HOLLYWOOD, HO. 9-6369
NEW YORK, MU. 6-7543
CHICAGO, MI. 2-5231

Baltimore—(Continued)

WMAR-TV

LICENSEE: The A. S. Abell Co.

ADDRESS: Baltimore & Charles Sts. **ZONE:** 3 **PHONE:** Mulberry 5670

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Baltimore Sunpapers.

BEGAN OPERATION: October 27, 1947

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Mathieson Bldg.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA **TYPE:** 3 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 405 ft. Above Ground, 624 ft.

STUDIO ADDRESS: Baltimore & Charles Sts. **HOURS OF OPERATION:** 9 a.m.–Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios (32x48 and 21x25 ft.). Three RCA orthicon cameras. Two RCA iconoscope chains. Two 16mm film projectors. Two camera chains. One Balopticon projector. Two Kodak slide projectors. One 35mm strip film projector. Projectall. One Houston processor. One film printer. Seven type 7-DE cameras. One Auricon 16mm sound camera. Two 16mm Zoomar lenses. One mobile unit equipped with three camera chains; another unit with two chains.

EXECUTIVES:

William F. Schmick Sr., President
E. K. Jett, Vice President & Director of Television
Earnest A. Lang, Commercial Manager
Ralph T. Braun, Promotion Manager
Robert B. Cochran, Program Director
Carlton G. Nopper, Chief Engineer
David V. R. Stickle, Film Buyer

RATE INFORMATION: Class A Hour rate—$800. Minute spot—$150. Participation—$60 per spot. Frequency discounts—Begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 8, Dec. 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

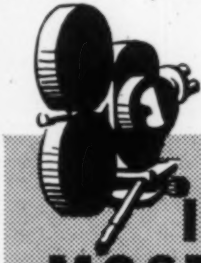
375 MILES

OF FILM

have recorded the Maryland Scene for Television's Pioneer Newsreel

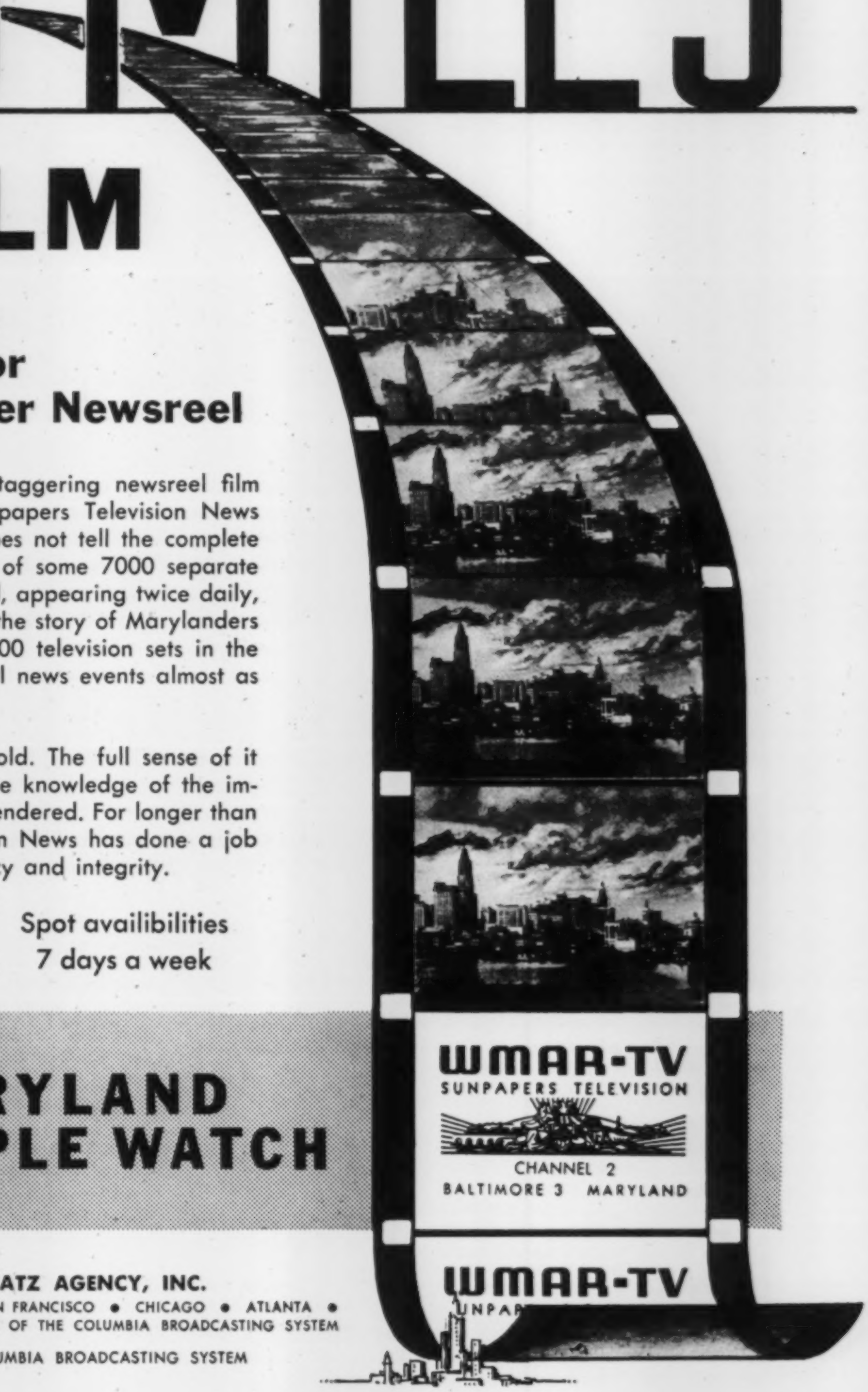
Translated into feet, this is staggering newsreel film footage of 1,980,000 on The Sunpapers Television News since its inception. But even this does not tell the complete story. It's a story of the recording of some 7000 separate news events; the story of a newsreel, appearing twice daily, which has never missed an edition; the story of Marylanders sitting in front of more than 350,000 television sets in the Baltimore community watching local news events almost as soon as they happen.

And still the story is not all told. The full sense of it cannot be appreciated without some knowledge of the importance of the community service rendered. For longer than four years, the Sunpapers Television News has done a job dedicated to public service, accuracy and integrity.



Spot availibilities
7 days a week

IN MARYLAND MOST PEOPLE WATCH



WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2
BALTIMORE 3 MARYLAND

Represented by THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO • CHICAGO • ATLANTA •
DALLAS • LOS ANGELES • TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TELEVISION STATIONS IN THE UNITED STATES

Massachusetts

Boston—

WBZ-TV

LICENSEE: Westinghouse Radio Stations Inc.

ADDRESS: 1170 Soldiers Field Rd. **ZONE:** 34 **PHONE:** Algonquin 4-5670

AM AFFILIATE: WBZ **FM AFFILIATE:** WBZ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owns and operates WBZ-AM-FM-TV Boston; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh; KYW-AM-FM Philadelphia; WOWO-AM-FM Fort Wayne; KEX-AM-FM Portland, Ore. WRS is a subsidiary of Westinghouse Electric Corp., radio-TV receiver and electronics manufacturer.

BEGAN OPERATION: June 9, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1170 Soldiers Field Rd.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 15.61 kw Aural, 7.70 kw

MAKE OF ANTENNA: RCA **TYPE:** TF 3A 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 547 ft. Above Ground, 649 ft.

STUDIO ADDRESS: 1170 Soldiers Field Rd.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Studio and Field Cameras

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS

LIBRARY SERVICE: Snader, NBC Film.

STUDIO FACILITIES: Studio "T" (40x45x23 ft.); Studio "B" (30x45x19 ft.); Auditorium Studio seating 150 persons (35x20 ft. stage). Three studio camera chains. Film facilities: Two RCA 16mm film projectors; two RCA 35mm film projectors; one Balopticon; two strip film projectors; two slide projectors; two Multiplexer units with film cameras. RCA mobile units with three field camera chains.

EXECUTIVES:

Walter Evans, President
W. C. Swartley, Station Manager
C. Herbert Masse, Sales Manager
W. Gordon Swan, Program Manager
W. H. Hauser, Chief Engineer
Carl Lawton, Film Librarian
John G. Stilli Jr., Advertising & Sales Promotion Manager

RATE INFORMATION: Class A hour rate—$1,250. Minute spot—$250. Rehearsals—Live studio: $100 per hour (for programs 31-60 minutes), $50 per hour (for programs 5-30 minutes). Additional live studio rehearsals, $50 per half-hour; film studio, $25 per half-hour in excess of free normal run-through. Frequency discounts—Begin with 26 times at 7½% up to 260 times at 20%. (From Rate Card No. 6-T, Aug. 1, 1951.)

Boston—(Continued)

WNAC-TV

LICENSEE: Thomas S. Lee Enterprises Inc. (Yankee Division)

ADDRESS: 21 Brookline Ave. **ZONE:** 15 **PHONE:** Commonwealth 6-0800

AM AFFILIATE: WNAC **FM AFFILIATE:** WNAC-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMONT (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, O. Thomas S. Lee Enterprises Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network Division owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego. Yankee Network Division owns and operates WNAC-AM-FM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.

BEGAN OPERATION: June 21, 1948

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Medford, Mass.

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-6B

EFFECTIVE RADIATED POWERS: Visual, 26.6 kw Aural, 13.3 kw

MAKE OF ANTENNA: GE **TYPE:** TYT4F (6-bay)

ANTENNA HEIGHT: Above average terrain, 501 ft. Above ground, 437 ft.

STUDIO ADDRESS: 21 Brookline Ave. **HOURS OF OPERATION:** 10 a.m. to 1 a.m.

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICES: UP Movietone

STUDIO FACILITIES: Three image orthicon camera chains. Mobile unit, three image orthicon camera chains. Two Simplex 35mm film projectors. Two Bell & Howell 16mm film projectors. One slide projector (3¼x4 in.). One 35mm slide projector (2x2 in.). Two film camera chains.

EXECUTIVES:

Tom O'Neil, President (Thomas S. Lee Enterprises)
William O'Neil, President (Yankee Network Division)
Linus Travers, Executive Vice President, General Manager & Commercial Manager
George Steffy, Vice President in charge of TV Operations
Harry Whittemore, Technical Director
James Pike, Film Buyer
Paul Keyes, Publicity.

RATE INFORMATION: Class A hour rate—$1,250. Minute spot—$250. Rehearsals—$50 per half hour. (From Rate Card No. 6, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Pierson & Ball

NO OTHER CITY MATCHES BOSTON

in TV penetration! In the Boston metropolitan area reached by WBZ-TV, there are more than 847,000 sets.. *more sets per thousand families* than in any other U.S. city.

NO OTHER STATION MATCHES WBZ-TV

in television activity, throughout all New England! 43 *live shows a week* now originate in the WBZ-TV studios.. shows that join with *NBC network programs* to keep Boston audiences eagerly tuned to Channel 4.

Recognition of WBZ-TV live programming comes from viewers, advertisers, award juries. Among recent awards: TV Guide's award for Public Service programs to "Our Believing World," and TV Guide's award for best TV Sportscaster to Bump Hadley.

WBZ-TV

CHANNEL 4
BOSTON

For availabilities, check WBZ-TV, or NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • WOWO • KEX • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Around the clock . . .

all year long . . .

WJBK-TV *HAS* THE TELEVISION AUDIENCE IN DETROIT!!

WJBK-TV Home Hooperatings Sun. thru Sat. 6-11 P.M.			
Nov.-Dec.'50 37.2	Dec.'50-Jan.'51 37.3	Jan.-Feb.'51 36.7	Feb.-Mar.'51 37.8
April '51 37.9	May '51 37.6	June '51 35.6	July '51 38.5
Aug. '51 41.1	Sept. '51 38.2	Oct. '51 35.4	12 Mos. average 37.7

Just think! WJBK-TV's average TV-Home Hooperating, for the 12 months ending October 1951, is 37.7! The Sunday evening average alone, from April to October 1951, is 45.0!

LOOK at these other Whopping Hooper averages WJBK-TV earned during 1951:

Mon. thru Fri. 8-12 AM (Apr.-Oct.)....49.9!
Saturday 12-6 PM (Apr.-Oct.).......41.3!

WJBK-TV's consistently high Hoopers in the major time segments during 1951 make WJBK-Television the wise time-buyer's choice for top sales results in the Motor City. To be certain your television dollar pays you the highest dividends in the 5-billion dollar Detroit market, check with your KATZ man today.

A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

The Station With A Million Friends
NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY, INC.

Michigan

Detroit—

WJBK-TV

LICENSEE: Fort Industry Co.

ADDRESS: 500 Temple **ZONE:** 1 **PHONE:** Temple 3-7900

AM AFFILIATE: WJBK **FM AFFILIATE:** WJBK-FM

TV NETWORK AFFILIATION: CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. . Fort Industry Co. owns and operates WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati; WAGA-AM-FM-TV Atlanta WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit. Mr. Storer is publisher of Miami Beach Florida Sun.

BEGAN OPERATION: October 24, 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Lyndon & Cloverdale

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-6A

EFFECTIVE RADIATED POWERS: Visual, 16.5 kw Aural, 8.3 kw

MAKE OF ANTENNA: GE **TYPE:** TY—12 C

ANTENNA HEIGHT: Above Average Terrain, 500 ft. Above Ground, 488 ft.

STUDIO ADDRESS: 500 Temple **HOURS OF OPERATION:** 8 a.m.—12:45 a.m.

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS Telenews

STUDIO FACILITIES: Two studios (32x45 and 15x11 ft.). Two GE studio cameras. Two slide projectors. Two movie projectors. Balopticon.

EXECUTIVES:

George B. Storer, President
Lee B. Wailes, Executive Vice President
E. Hal Hough, Program Director
Paul O. Fricke, Chief Engineer
Robert Stricker, Film Buyer

RATE INFORMATION: Class A hour rate—$1,000. Minute spot—$200. Participations—$60-$200 per spot. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 7, March 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

We've got their eyes glued to WWJ-TV

The Eyes of Detroit are upon you when you're on WWJ-TV, Detroit's NBC affiliate . . . from 7 A.M. Dave Garroway time to sign-off at midnight.

Seven of Detroit's ten top-rated multi-weekly shows are on WWJ-TV. So is Red Wing hockey, and Friday night boxing.

In 1952, join the multitude of current WWJ-TV advertisers who are profiting from this large, responsive audience on a station that commands the greatest community respect, and assures reliability of production . . . in one of the greatest marketplaces in the world today.

FIRST IN MICHIGAN

Owned and Operated by **THE DETROIT NEWS**

WWJ-TV

NBC Television Network

ASSOCIATE AM-FM STATION WWJ

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

TELEVISION STATIONS IN THE UNITED STATES

Detroit—(Continued)

WWJ-TV

LICENSEE: The Evening News Association

ADDRESS: 615 W. Lafayette **ZONE:** 31 **PHONE:** Woodward 2-2000

AM AFFILIATE: WWJ **FM AFFILIATE:** WWJ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Detroit News.

BEGAN OPERATION: June 1947

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Penobscot Bldg.

MAKE OF TRANSMITTER: DuMont **MODEL NO:** TA-118A

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA **TYPE:** 4-Bay Bat Wing

ANTENNA HEIGHT: Above Average Terrain, 658 ft. Above Ground, 695 ft.

STUDIO ADDRESS: 615 W. Lafayette **HOURS OF OPERATION:** 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA-DuMont **DESCRIPTION:** RCA, TK-10A, DuMont, Field

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP

LIBRARY SERVICE: Langworth, Thesaurus

STUDIO FACILITIES: Two studios (30x40 and 27x42 ft.). Additional studios planned for April. Six image orthicon cameras. Three iconoscope film cameras. Three image orthicon field cameras. Two RCA 16mm film cameras. Opticon-Multiscope slide projectors.

EXECUTIVES:

William J. Scripps, Director of Radio
Harry Bannister, General Manager
Willard E. Walbridge, Station Manager
Melvin C. Wissman, General Program Manager
Edgar J. Love, General Engineering Manager
Gabriel P. Dype, Sales Manager
Fran Harris, Publicity & Promotion Manager
Douglas Wright, Film Editor
John E. Hill, Program Production Manager
E. L. Tyson, Personnel Manager
Tom Sutton, News Producer
Walter Koste, Production Director

RATE INFORMATION: Class A Hour rate—$1,400. Minute spot—$252. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 10, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Barnes & Nielson.

CONSULTING ENGINEER: William L. Foss Inc.

Detroit—(Continued)

WXYZ-TV

LICENSEE: WXYZ Inc.

ADDRESS: 1700 Mutual Bldg. **ZONE:** 26 **PHONE:** Woodward 3-8321

AM AFFILIATE: WXYZ **FM AFFILIATE:** WXYZ-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by American Broadcasting Co. of which Edward J. Noble is principal stockholder. ABC owns and operates WJZ-AM-FM-TV New York; WENR-AM-FM-TV Chicago; WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval.

BEGAN OPERATION: October 8, 1948

NATIONAL REPRESENTATIVE: ABC Spot Sales

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Maccabees Bldg.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT5A

EFFECTIVE RADIATED POWERS: Visual, 27.9 kw Aural, 13.9 kw

MAKE OF ANTENNA: RCA **TYPE:** 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 500 ft. Above Ground, 500 ft.

STUDIO ADDRESS: Maccabees Bldg. **HOURS OF OPERATION:** 7 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK10

TYPE OF OPERATION: Uses local live, network live, local film, network, film, kinescopes.

NEWS SERVICE: AP, INS

LIBRARY SERVICE: STANDARD

STUDIO FACILITIES: Studio "A" (20x38). Studio "B" (42x64). Studio "C" (28x28). Studio "E" (15x16). Eleven TK10 cameras. Two TK20 film cameras. Two RCA 16mm and two RCA 35mm film projectors.

EXECUTIVES:

Edward J. Noble, Chairman of the Board (ABC)
Robert E. Kintner, President (ABC)
James G. Riddell, President
Harold Christian, Commercial Manager
John Pival, Manager & Sales Manager
Harold L. Neal Jr., Assistant Sales Manager
J. E. McCarthy, Studio Supervisor
Peter Strand, Program Manager
William Morgan, Advertising & Sales Promotion Director
Charles Kotcher, Chief Engineer
Dick Femmel, News Editor
Thomas Ahearne, News Director
Don Wattrick, Sports Director

RATE INFORMATION: Class A hour rate—$1,100. Minute spot—$200. Participation—$75-$200 per spot. Rehearsals—Live, $100; Film, $50. (Minimum, one hour). For each additional 15 minutes, 25% of hourly rate. Frequency discounts—Begin at 13 times with 5% up to 400 times with 30%. (From Rate Card No. 7, Jan. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.

CONSULTING ENGINEER: Kear & Kennedy.

IN DETROIT...

Here's your best buy in daytime television

EDYTHE FERN MELROSE, 11:00 A.M., Mon.-Fri.

How to charm your audience in Detroit? Look to the Lady of Charm, Edythe Fern Melrose! Her *Charm Time* and *Charm Kitchen* are the top fashion and cooking shows in Detroit television. Specialty of the house: the integrated commercial . . . expertly, convincingly delivered by a "saleslady" with more than 20 years broadcasting experience. (P.S. In news, in variety, in music, we've got a lot of other charmers, too!)

Warren Michael Kelly	7:00 a.m. Mon. thru Fri.
Coffee and Cakes . .	9:00 a.m. Mon. thru Fri.
Hello, Girls	10:00 a.m. Mon. thru Fri.
Happy Hour Club . . .	3:00 p.m. Mon. thru Fri.
Cowboy Colt	4:00 p.m. Mon. thru Fri.
Melodies 'n' Money . .	5:30 p.m. Mon. thru Fri.

CHANNEL 7

WXYZ-TV
DETROIT

American Broadcasting Company

Grand Rapids—

WOOD-TV

(FORMERLY WLAV-TV)

LICENSEE: Grandwood Broadcasting Co. Inc.

ADDRESS: National Bank Bldg. **ZONE:** 2 **PHONE:** 9-4211

AM AFFILIATE: WOOD

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Harry Bitner and family. Same interests own WFBM-AM-TV Indianapolis, WEOA Evansville, Ind., WOOD-AM-TV Grand Rapids, WFDF Flint, Mich.

BEGAN OPERATION: August 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: E. 92nd St.

MAKE OF TRANSMITTER: RCA **MODEL NO.** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-6A, 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average terrain, 501 ft. Above Ground, 265 ft.

STUDIO ADDRESS: National Bank Bldg.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

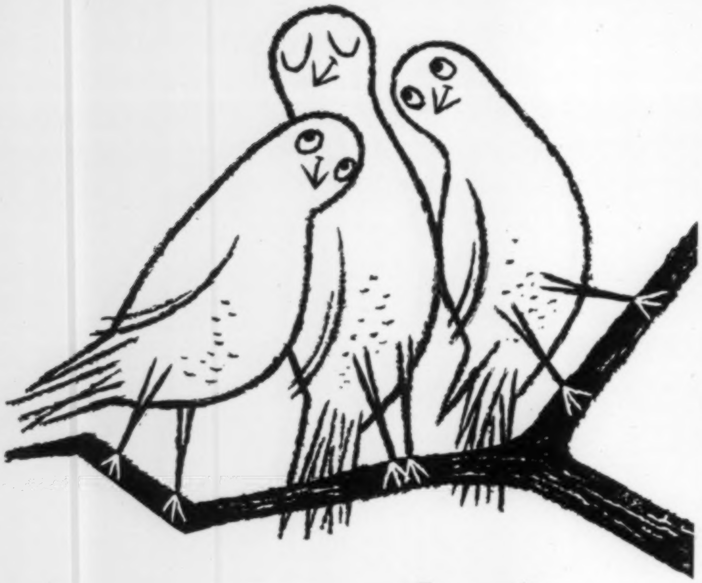
EXECUTIVES:

Harry Bitner Sr., President
Willard Schroeder, General Manager
Robert Wilson, Chief Engineer
Franklin Sisson, Program Director
Hal Kaufman, Film Buyer
David Hoyle, Promotion Director
Howard Silbar, Sales Service Manager

RATE INFORMATION: Class A hour rates—$600 (live), $500 (film). Minute spot—$100. Rehearsals—$100 per hour in excess of 1x1 ratio, live studio; $75 per hour, film studio. Frequency discounts—Begin with 13 times at 5% up to 156 times at 25%. (From Rate Card No. 1-A, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz

CONSULTING ENGINEER: George C. Davis



one can't get along

without the other

Three's not a crowd as far as we're concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country's top stations, aware of the value and importance of proper national representation, are choosing America's most alert reps . . .

AVERY-KNODEL
INCORPORATED

NEW YORK · CHICAGO · ATLANTA
SAN FRANCISCO · LOS ANGELES · DALLAS

Kalamazoo—

WKZO-TV

LICENSEE: Fetzer Broadcasting Co.

ADDRESS: 124 W. Michigan Ave. **PHONE:** 3-1223

AM AFFILIATE: WKZO

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately-owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John E. Fetzer is principal stockholder. Licensee also owns WJEF-AM-FM Grand Rapids, Mich.

BEGAN OPERATION: June 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 3 (60-66 inc.)

TRANSMITTER ADDRESS: Plainwell, Mich.

MAKE OF TRANSMITTER: Federal **MODEL NO:** FTL-17A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA **TYPE:** 3FTA

ANTENNA HEIGHT: Above Average Terrain, 525 ft. Above Ground, 352 ft.

STUDIO ADDRESS: 124 W. Michigan Ave. **HOURS OF OPERATION:** 11:15 a.m.-Midnight.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Film

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

STUDIO FACILITIES: Two 16mm RCA film projectors. One 2x2 in. transparency slide projector. One Telopticon (4x5 opaques).

EXECUTIVES:

John E. Fetzer, President & General Manager
Carl E. Lee, Administrative Assistant & Chief Engineer
Donald W. DeSmit Jr., Commercial Manager
Harry E. Travis, Program Director & Film Buyer
Willis F. Dunbar, Public Affairs Adviser

RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$90. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 3, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Paul F. Godley Co.

DO YOU WANT 103,583 (OR 63,009) TV HOMES IN WESTERN MICHIGAN AND NORTHERN INDIANA?

There are two television stations serving the 24-county area of Western Michigan and Northern Indiana; WKZO-TV, Channel 3 and Station "B". The respective transmitters are located 25 miles apart. There is an approximate coverage duplication of 40% in the high intensity area.

When two stations serve substantially the same area, it becomes important to determine who covers what, and how much. Under these circumstances, the .1 MV contour method is an outmoded device. Most people in the business agree that *BMB developed the only satisfactory yardstick to determine circulation in radio.* That method, we believe, is the only solution to audience measurement in TV.

In January, 1952, Jay & Graham Research, Inc. conducted a Videodex diary study using the BMB method covering television homes in 18 Western Michigan and 6 Northern Indiana counties. Fifty or more diaries were tabulated in every county except one; one hundred and twenty-five were distributed in Kent County (Grand Rapids). The result was *smashing proof* of the WKZO-TV audience area showing all counties wherein *15% or more television families view WKZO-TV at least 6 nighttime hours a week!*

The chart at the right shows the results: 103,583 TV families in the 24-county area view WKZO-TV; 63,009 families view Station "B". *Thus WKZO-TV delivers 40,574, or 64.4%, more Western Michigan and Northern Indiana television homes than Station "B"!*

This Videodex Survey, using the time-tested BMB technique, is a must for anyone interested in television. Write direct or ask Avery-Knodel for your free copy, *today!*

videodex report

Percent of Viewing in TV Homes
Western Michigan and Northern Indiana
JANUARY, 1952

County	TV Families*	WKZO-TV Nighttime Audience		Station "B" Nighttime Audience	
		Families	%	Families	%
MICHIGAN					
Allegan	7,351	5,652	76.9	4,521	61.5
Barry	3,988	2,911	73.0	2,672	67.0
Berrien	10,551	4,832	45.8	**	
Branch	2,555	1,740	68.1	**	
Calhoun	18,104	14,918	82.4	1,068	5.9
Cass	3,816	2,881	75.5	466	12.2
Eaton	6,360	4,007	63.0	1,272	20.0
Hillsdale	2,405	1,741	72.4	**	
Ionia	6,355	2,332	36.7	2,771	43.6
Jackson	10,453	1,840	17.6	**	
Kalamazoo	18,964	14,659	77.3	1,119	5.9
Kent	38,049	14,192	37.3	28,384	74.6
Montcalm	4,202	1,723	41.0	2,841	67.6
Muskegon	13,095	6,364	48.6	7,425	56.7
Newaygo	3,069	1,040	33.9	1,940	63.2
Ottawa	8,764	5,478	62.5	5,916	67.5
St. Joseph	4,187	2,972	71.0	**	
Van Buren	5,782	3,261	56.4	2,521	43.6
INDIANA					
DeKalb	2,439	1,568	64.3	**	
Elkhart	10,653	3,462	32.5	**	
Kosciusko	2,543	1,322	52.0	**	
LaGrange	1,748	1,196	68.4	95	5.3
Noble	2,430	1,796	73.9	**	
Steuben	2,314	1,696	73.3		
TOTAL	190,177	103,583		63,009	

**Measures less than 5%. In three counties, Michigan television Station "C" showed viewing greater than 5%; however, since its degree of penetration was of little value to the pertinence of this study, detailed figures were not included.

*TV set figures supplied by dealers and distributors as compiled by Fetzer Broadcasting Company and confirmed by Jay & Graham Research, Inc., who maintains access to the warranty cards showing delivery of television sets by major manufacturers.

WJEF
tops IN GRAND RAPIDS AND KENT COUNTY
(CBS RADIO)

WKZO-TV
tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Lansing—

WJIM-TV

LICENSEE: WJIM Inc.

ADDRESS: Bank of Lansing Bldg. **ZONE:** 16 **PHONE:** 2-1333

AM AFFILIATE: WJIM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately-owned microwave relay).

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Harold F. Gross is principal stockholder.

BEGAN OPERATION: May 1, 1950

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

CHANNEL: 6 (82-88 inc.)

TRANSMITTER ADDRESS: Howard & Saginaw

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 9 kw

MAKE OF ANTENNA: RCA **TYPE:** 3-Bay

ANTENNA HEIGHT: Above Average Terrain, 350 ft. Above Ground, 300 ft.

STUDIO ADDRESS: Bank of Lansing Bldg. **HOURS OF OPERATION:** Noon–Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK 20-A film chain

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

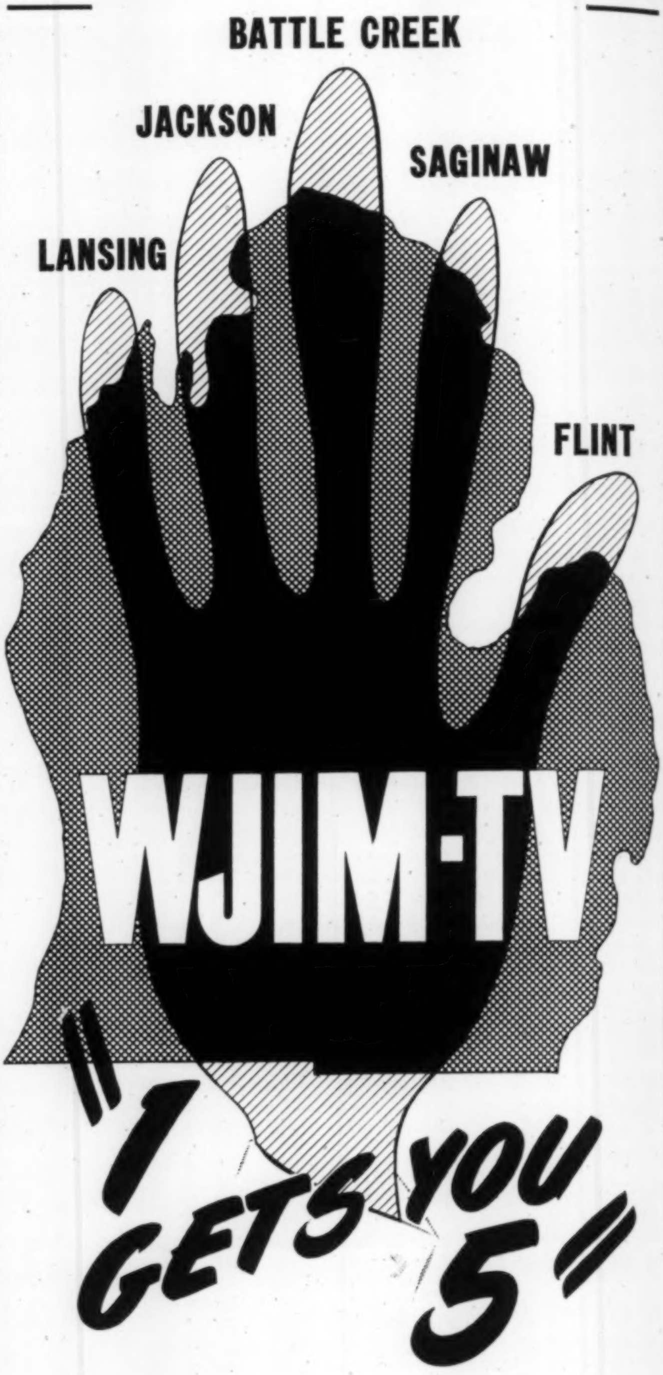
EXECUTIVES:

Harold F. Gross, President
Howard K. Finch, General Manager & Program Director
R. S. Underhill, Commercial Manager
Emil Popke, Film Director
Donald Silbert, Chief Engineer

RATE INFORMATION: Class A hour rate—$475 (film only). Minute spot—$75. Frequency discounts—Begin with 13 times at about 6% up to 104 times at about 22%. (From Rate Card No. 4, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: Kear & Kennedy



5 major markets in Michigan

Yes, five of the richest markets in the great middle Michigan area receive primary television service from WJIM-TV . . . Lansing, Flint, Saginaw and Jackson are exclusive markets, with Battle Creek receiving primary service. It's a market of one *million* people with retail sales of one *billion* dollars. Only WJIM-TV, Channel 6, serves this vast audience as the primary outlet for four major television networks.

WJIM-TV **Lansing, Mich.**

for accurate *facts*
fast *service*
and excellent *results*

on

WNAC-TV Boston

WJIM-TV Lansing—Flint—Saginaw
Jackson—Battle Creek

WOR-TV New York
(Pacific Coast)

call, wire or write

H-R REPRESENTATIVES, Inc.

New York
Chrysler Bldg.
MUrray Hill 9-2606

Chicago
35 E. Wacker Dr.
RAndolph 6-0113

Los Angeles
Equitable Bldg.
GRanite 1480

San Francisco
110 Sutter St.
EXbrook 2-3407

★ ★ ★ ★

Attention, Station Owners:

If you want better national representation for your television station, you are invited to communicate with the nearest H-R office for full information.

For Meritorious Public Service to Your Community!

"HOW TO PLAY"

How to catch a baseball . . . blocking in football . . . ball-handling in basketball . . . these are a few of the subjects covered in this authoritative 13-film series covering several major sports. Top coaches and athletes demonstrate form and performance, using stop-action and slow-motion to make every lesson stick. Perfect tie-in with local coaches, schools, sports editors, etc. For ¼ hour programming. Details on request.

APS Television

Maurice B. Mitchell, *General Manager,*
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

Minnesota

Minneapolis—

KSTP-TV

LICENSEE: KSTP Inc.

ADDRESS: 3415 University Ave., S. E. **ZONE:** 14 **PHONE:** Prior 2717

AM AFFILIATE: KSTP **FM AFFILIATE:** KSTP-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Stanley E. Hubbard is principal stockholder.

BEGAN OPERATION: April 23, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 5 (76-82 inc.)

TRANSMITTER ADDRESS: 3415 University Ave., S. E.

MAKE OF TRANSMITTER: Composite **MODEL NO:** TV5A, TV3A

EFFECTIVE RADIATED POWERS: Visual, 24.7 kw Aural, 17.3 kw

MAKE OF ANTENNA: RCA **TYPE:** TF5A, 5-Bay Superturnstile.

ANTENNA HEIGHT: Above Average Terrain, 563 ft. Above Ground, 568.9 ft.

STUDIO ADDRESS: 3415 University Ave., S. E. **HOURS OF OPERATION:** 8 a.m.-1 a.m.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Thesaurus, World **NEWS SERVICE:** AP, UP, Radio News Assn.

EXECUTIVES:

Stanley E. Hubbard, President & General Manager
K. M. Hance, Executive Vice President & Treasurer
Miller C. Robertson, Vice President in Charge of Sales
Del Franklin, Production Supervisor
John H. McMahon, Chief Engineer
Joseph C. Cook, Promotion & Publicity Director

RATE INFORMATION: Class A hour rate—$900. Minute spot—$180. Rehearsals—$50 per half hour in excess of 2x1 ratio for live studio. Frequency discounts—Begin with 52 times at 5% up to 260 times at 15%. (From Rate Card No. 8, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Spearman & Roberson

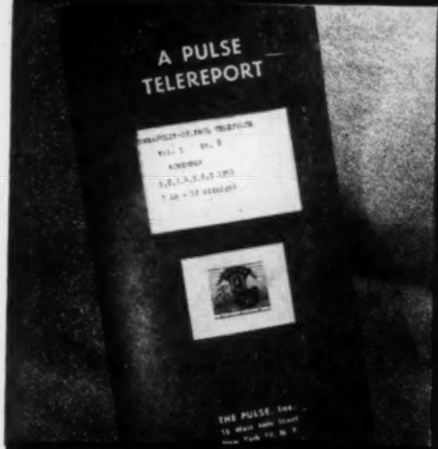
CONSULTING ENGINEER: A. D. Ring & Co.

The Biggest [illegible]: the greatest names in television are on KSTP-TV, the Northwest's FIRST television station.

Thirteen years of experience. Television experimenting at KSTP-TV began in 1939.

KSTP-TV
MINNEAPOLIS . . . ST. PAUL

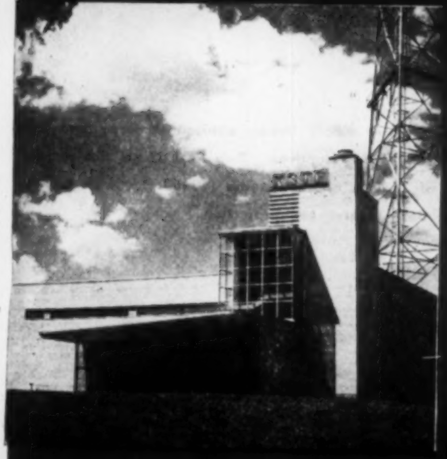
The Basic Buy in Northwest Television. Point by point from management through program ratings, KSTP-TV is Number One. Your nearest Edward Petry man will give you the whole terrific story. Call him today!


A PULSE
TELEREPORT
THE PULSE, Inc.
15 West 46th Street
New York 19, N. Y.

[illegible] Programming: [illegible] of the top shows, 9 of the top 10 once-a-week, [illegible] the top 10 multi-weekly shows. [illegible]

The
Billboard
1950-1951 PROMOTION WINNERS
TO STATION
KSTP-TV
MINNEAPOLIS, MINN
FIRST PLACE
IN
AUDIENCE SALES
PROMOTION
TELEVISION STATIONS
1950-1951

Superior Promotion. Number 1 in audience and Sales Promotion in the Billboard 1950-51 promotion competition.



Finest Facilities. The only building in the Northwest designed exclusively for radio and television production.

Highest Antenna and Strongest Signal: 35% greater output from a 571-foot tower at the highest point in the Twin Cities.

KSTP-TV
MINNEAPOLIS . . . ST. PAUL

CHANNEL FIVE: 76 TO 82 MEGACYCLES
AFFILIATE: THE NATIONAL BROADCASTING CO.
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Minneapolis—(Continued)

WTCN-TV

LICENSEE: Mid Continent Radio-Television Inc.

ADDRESS: 50 South Ninth St. **PHONE:** Lincoln 0552

AM AFFILIATE: WTCN **FM AFFILIATE:** WTCN-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 50% owned by Northwest Publications (Ridder newspapers) and 50% by Minnesota Tribune Co. Ridder interests also own WDSM Superior, Wis., control KILO Grand Forks, N. D. and KSDN Aberdeen, S. D. Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald, New York Journal of Commerce, New York Staats-Zeitung and Herold, Aberdeen (S. D.) American and News, Grand Forks (N. D.) Herald, minority interest in Seattle Times. Mid Continent Radio-Television Inc. owns 45% of WEMP-AM-FM Milwaukee.

BEGAN OPERATION: July 1, 1949

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Foshay Tower Bldg.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 17.9 kw Aural, 9.2 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground 533 ft.

STUDIO ADDRESS: 50 S. Ninth St. **HOURS OF OPERATION:** 9 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Studio chains; Field remotes

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

LIBRARY SERVICES: Associated, RCA 45 **NEWS SERVICE:** AP, UP, INS, Acme

STUDIO FACILITIES: Set studio (30x80 ft.). Stage studio (30x60 ft.). Four RCA image orthicon cameras. Two complete kitchens. One iconoscope film camera. Two 16mm RCA film projectors. Two Eastman slide projectors (2x2 in.). One GE Balopticon (8x6 in. glossies or 3x4 in. transparencies). RCA mobile unit, with four RCA image orthicon cameras, Zoomar lens, etc.

EXECUTIVES:

Robert B. Ridder, Chairman of Board
Wm. J. McNally, President
F. Van Konynenburg, General Manager
Robert N. Ekstrum, Sales Manager
Sherman K. Headley, Director of Television
John M. Sherman, Director of Engineering
Harry C. Jones, Film Director
Robert N. Wold, Promotion Manager

RATE INFORMATION: Class A hour rate—$850. Minute spot—$160. Frequency discounts—Begin with 26 times at about 5% up to 260 times at about 15%. (From Rate Card No. 5, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume.

Missouri

Kansas City—

WDAF-TV

LICENSEE: Kansas City Star Co.

ADDRESS: 3030 Summit **ZONE:** 8 **PHONE:** Jefferson 3966

AM AFFILIATE: WDAF

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected).

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Kansas City Star.

BEGAN OPERATION: October 16, 1949.

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 31st & Summit

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22 kw. Aural 11 kw.

MAKE ON ANTENNA: RCA **TPYE:** 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 745 ft. Above Ground, 724 ft.

STUDIO ADDRESS: 3030 Summit **HOURS OF OPERATION:** 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image Orthicon & Iconoscope

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Multiple **NEWS SERVICE:** AP

LIBRARY SERVICES: Standard, Thesaurus

STUDIO FACILITIES: Studio is 20x20 ft. Four image orthicon cameras (two studio, two remote). One film camera. Gray Telopticon. Two RCA 16mm film projectors. Due to be added in spring of 1952 is another studio (40x60 ft.), with two additional studio cameras, crane dolly, rear-screen projection.

EXECUTIVES:

Roy A. Roberts, President
H. Dean Fitzer, Managing Director
William A. Bates, Station Manager
Victor P. Peck, Assistant Station Manager
E. Manne Russo, Commercial Manager
Randall S. Jessee, Program Director & Film Buyer
Joseph A. Flaherty, Chief Engineer
Martha Jenkins, Film Supervisor

RATE INFORMATION: Class A hour rate—$550. Minute spot—$110. Participations—$110. (From Rate Card No. 5, Aug. 15, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis.

CONSULTING ENGINEER: Gautney & Ray.

IN YOUR TOWN YOU KNOW WHERE TO BUY!

Minneapolis-St. Paul offers proof that the local advertisers know their way around their own yard. WTCN-TV is one of the ten top stations in the country for number of local accounts.* One reason is the standing it has in the community thru service *to* the community.

Space alone limits us to three instances:

Video School—directed by the Board of Education: Now over two years old. During a wintertime janitors' strike which closed the schools WTCN-TV, as Variety put it in their award, "brought the little red school house to Television". THIS was the way child education progressed!

School Patrol: Their mass induction into the local School Patrol Service put the importance and dignity of their job in the minds of 20,000 school boys and girls over the state: A public service feature originated by WTCN-TV.

Greetings: From 80,000 Twin City school children to Japanese school age youngsters. At Christmas time these huge rolls of greetings were gathered by WTCN-TV and flown to Tokyo where General Ridgway supervised their distribution thru Japanese schools. For 80,000 boys and girls—this world's longest greeting card was a never-to-be-forgotten lesson in International Amity.

This is part of the reason why the Town Crier of the Northwest has an uncommonly strong hold upon the folks who live here and raise families:—Why WTCN-TV is a potent friend to introduce your products to our fellow citizens!

*Rorabaugh

W Town **C**rier **N**orthwest *of the*

MINNEAPOLIS—ST. PAUL

RADIO ABC—1280 **TELEVISION** ABC—CBS—DUMONT—CHANNEL 4

Free and Peters, National Representatives

St. Louis—

KSD-TV

LICENSEE: Pulitzer Publishing Co.

ADDRESS: 1111 Olive St. **ZONE:** 1 **PHONE:** Main 1111

AM AFFILIATE: KSD

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of St. Louis Post-Dispatch.

BEGAN OPERATION: February 8, 1947

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1111 Olive St.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw. Aural, 8 kw.

MAKE OF ANTENNA: RCA **TYPE:** 3-Element Superturnstile.

ANTENNA HEIGHT: Above Average Terrain, 530 ft. Above Ground, 544 ft.

STUDIO ADDRESS: 1111 Olive St. **HOURS OF OPERATION:** 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK-30

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS

EXECUTIVES:

- Joseph Pulitzer, President
- George M. Burbach, General Manager
- Edward W. Hamlin, Commercial Manager
- Harold Grams, Program Director
- J. E. Risk, Chief Engineer
- David Pasternak, Promotion Manager

RATE INFORMATION: Class A hour rate—$950. Minute spot—$175. Participations—$80-$300 per spot. Frequency discounts—Begin with 13 times at 5% up to 200 times at 25%. (From Rate Card No. 8, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

CONSULTING ENGINEER: A. D. Ring & Co.

K
S
D
T
V

AMERICA'S
FIRST
POSTWAR
TELEVISION
STATION

Established February 8, 1947

For more than 5 years KSD-TV has been delivering to "*spot*" advertisers . . . and for more than 3 years to the clients of all four television networks . . . the ENTIRE* television audience in the nation's 8th largest market!

●

KSD-TV

THE ST. LOUIS POST-DISPATCH TELEVISION STATION

NBC • CBS • ABC • DUMONT TELEVISION NETWORKS

National Advertising Representative: **FREE & PETERS, INC.**

RADIO AFFILIATE: KSD—5000 WATTS ON 550 KC DAY AND NIGHT

●

***350,000 TELEVISION HOMES** WITHIN A 40-MILE RADIUS OF ST. LOUIS AS OF JANUARY 1, 1952

TV Stations in the U. S.

Nebraska

Omaha—

KMTV

LICENSEE: May Broadcasting Co.

ADDRESS: 2615 Farnam St. **ZONE:** 2 **PHONE:** Webster 9800

AM AFFILIATE: KMA

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward W. May is principal stockholder. Licensee is 25% owned by Col. B. J. Palmer and D. D. Palmer, owners of WOC-AM-FM-TV Davenport, Iowa, and of WHO-AM-FM Des Moines, Iowa.

BEGAN OPERATION: September 1, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 2615 Farnam St.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw. Aural, 8.4 kw.

MAKE OF ANTENNA: RCA **TYPE:** Model 3C

ANTENNA HEIGHT: Above Average Terrain, 591.5 ft. Above Ground, 524 ft.

STUDIO ADDRESS: 2615 Farnam St. **HOURS OF OPERATION:** 9 a.m.-Midnight.

MAKE OF CAMERA CHAINS: RCA.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

LIBRARY SERVICE: Capitol **NEWS SERVICE:** UP

STUDIO FACILITIES: Two studio (25x35 and 40x50 ft., latter seating 100). Two RCA image orthicon cameras. Two RCA 16mm film projectors. Two film cameras. Three Eastman slide projectors (2x2 in.). One Multiscope. Mobile unit has two RCA camera chains.

EXECUTIVES:

Edward W. May, President
Owen Saddler, Executive Vice President & General Manager
Howard O. Peterson, Vice President in Charge of Sales
Glenn Harris, Program Director & Film Buyer
Ray Schroeder, Chief Engineer
Lew Jeffrey, Production Manager
Wally Schwentzer, Engineering Supervisor
Floyd Kalber, Director of News & Sports

RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.

CONSULTING ENGINEER: William L. Foss Inc.

. . . Yes, PROOF
That KMTV is
Omaha's Favorite
TV Station!

Figures are from the latest Pulse survey conducted in Omaha. . . . Oct., 1951.

KMTV LEADS in share of audience in 60 out of the 100 evening Class "A" quarter hours surveyed. (6-11 P. M., Monday through Friday.)

KMTV LEADS with 62% of the audience between 9 A. M.—6 P. M., Monday through Friday. Pulse reported that Omaha is among the top cities in the country in sets in use . . . with as many as 62% of the sets in use at one time.

. . . . and Look at the WEALTH
of the Omaha Market!

	OMAHA	NAT'L AVR.
Retail sales per capita	$1273.00	$ 921.00
Retail sales per family	$4301.00	$3177.00
Gross Buying Income per capita	$1599.00	$1311.00

AND — Omaha is the 19th city in the nation in volume of Wholesale Sales . . . the nation's 13th city in dollar volume of Insurance Premiums.

OMAHA is a 115,000 TV Set Market
and Still Growing . . . . .

. . . experts predict 160,000 TV sets for Omaha by year's end, 1952.

CBS
ABC
DUMONT
KMTV
CHANNEL
3
TELEVISION CENTER
MAY BROADCASTING CO. — Omaha, Nebraska
Represented Nationally by KATZ, Inc.

Omaha—(Continued)

WOW-TV

LICENSEE: Radio Station WOW Inc.

ADDRESS: 3509 Farnam St. **PHONE:** Webster 3400

AM AFFILIATE: WOW

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, Iowa, publisher, Better Homes & Gardens and Successful Farmer. Meredith Engineering Co. owns and operates WHEN (TV) Syracuse and WOW-AM-TV Omaha.

BEGAN OPERATION: August 29, 1949

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 3509 Farnam St.

MAKE OF TRANSMITTER: RCA **MODEL NO.** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 17.2 kw Aural, 9 kw

MAKE OF ANTENNA: RCA **TYPE:** TF3A

ANTENNA HEIGHT: Above Average Terrain, 590 ft. Above Ground, 500 ft.

STUDIO ADDRESS: 3509 Farnam St. **HOURS OF OPERATION:** 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Studio and field

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader, NBC Newsreel. **NEWS SERVICE:** AP, UP.

LIBRARY SERVICE: SESAC, Standard, World.

STUDIO FACILITIES: Two studios (75x45x25 and 30x28x18 ft.). Two studio cameras. Two RCA field cameras. Two 16 GE film projectors. Two 35mm Eastman slide projectors. One GE slide projector (2x2 or 3¼x4 in.). Houston processor.

EXECUTIVES:

Fred O. Bohen, Chairman of Board
E. T. Meredith Jr., President
Payson Hall, Secretary
Frank P. Fogarty, General Manager
Lyle DeMoss, Assistant General Manager, Program & Production Director
Fred Ebener, Sales Manager
Wm. J. Kotera, Chief Engineer
Soren Munkhof, Production Manager
Ray Clark, Director of News & Special Events
Jack Payne, Director of Sports
Glenn Flynn, Assistant Chief Engineer
Mal Hansen, Farm Service Director

RATE INFORMATION: Class A hour rate—$400. Minute spot—$85 (live), $80 (film). Participations—$75.50-$87.50 per spot. Frequency discounts—Begin with 13 times at 2½% up to 312 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.

CONSULTING ENGINEER: A. D. Ring & Co.

WOW-TV
Serves
ONE OF THE
FASTEST GROWING
TV MARKETS
in the United States
WOW-TV
NEBRASKA
IOWA
EVERY DAY
An Average of 100 FAMILIES
Is Added to the
WOW-TV AUDIENCE
PRESENT TOTAL OVER 115,000 SETS
LOW-COST HIGH-RATED PARTICIPATIONS NOW AVAILABLE
WOW-TV CHANNEL 6
A MEREDITH STATION
FOR AVAILABILITIES CALL ANY BLAIR-TV OFFICE OR WEBSTER 3400
OMAHA, NEBRASKA

New Jersey

Newark—

WATV

LICENSEE: Bremer Broadcasting Co.

ADDRESS: 1020 Broad St. **Zone:** 1 **PHONE:** Mitchell 2-6400

AM AFFILIATE: WAAT **FM AFFILIATE:** WAAT-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Irving R. Rosenhaus and family are principal stockholders.

BEGAN OPERATION: April 1948.

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: West Orange, N. J.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.5 kw. Aural, 15.3 kw.

MAKE OF ANTENNA: RCA **TYPE:** TF-6A, 6-Bay-Batwing.

ANTENNA HEIGHT: Above Average Terrain, 595 ft. Above Ground, 182 ft.

STUDIO ADDRESS: 1020 Broad St. **HOURS OF OPERATION:** 11:30 a.m.-12:05 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK30A

TYPE OF OPERATION: Uses local live, local film.

EXECUTIVES:

Irving R. Rosenhaus, President & General Manager
Edward S. Lennon, Vice President of Sales
Frank V. Bremer, Vice President
George H. Green, Program Director
Robert P. Paskow, Film Buyer
Henry L. Dabrowski, Engineer in Charge of Operations
Thomas T. Magee, Engineer in Charge of Studio Operations
John Williams, Assistant Director of Studio Operations

RATE INFORMATION: Class A hour rate—$800. Minute spot—$165. Rehearsals—$100 first hour, $50 each additional hour, live studio; $50 per hour, film studio. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card, Oct. 1, 1950.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

New Mexico

Albuquerque—

KOB-TV

LICENSEE: Albuquerque Broadcasting Co.

ADDRESS: 234 S. Fifth St. **PHONE:** 3-4411

AM AFFILIATE: KOB

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: T. M. Pepperday is principal stockholder. Mr. Pepperday is publisher of Albuquerque Journal.

BEGAN OPERATION: November 29, 1948

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 905 S. Buena Vista

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 6.28 kw Aural, 2.5 kw

MAKE OF ANTENNA: RCA **TYPE:** Single Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain, 69.6 ft. Above Ground, 138 ft.

STUDIO ADDRESS: 234 S. Fifth St.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Studio or Field

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Main studio is 20x30 ft. Two studio cameras. One film camera. Two 16mm film projectors. One slide projector.

EXECUTIVES:

T. M. Pepperday, President & General Manager
George S. Johnson, Commercial Manager, Chief Engineer & Film Buyer
Dorothy B. Smith, Program Director & Assistant Manager
Kay Blossom, Traffic Manager
Lawrence Billmaier, Transmitter Operations

RATE INFORMATION: Class A hour rate—$195 (film only). Minute spot—$20. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 2, Dec. 1, 1950.)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: George C. Davis.

TV Stations in the U. S.

New York

Binghamton—

WNBF-TV

LICENSEE: Clark Associates Inc.

ADDRESS: P. O. Box 48 **PHONE:** 2-3461

AM AFFILIATE: WNBF **FM AFFILIATE:** WNBF-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John C. Clark is principal stockholder.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: The Bolling Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: Ingraham Hill Rd.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 11.5 kw

MAKE OF ANTENNA: RCA **TYPE:** 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 850 ft. Above Ground, 385 ft.

STUDIO ADDRESS: Arlington Hotel **HOURS OF OPERATION:** 11 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Orthicons and iconoscope

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

LIBRARY SERVICE: Thesaurus **NEWS SERVICE:** UP

STUDIO FACILITIES: Two studios (20x13 and 18x35 ft.). Two 16mm projectors. One slide projector. Two RCA field image orthicon cameras. One RCA iconoscope camera.

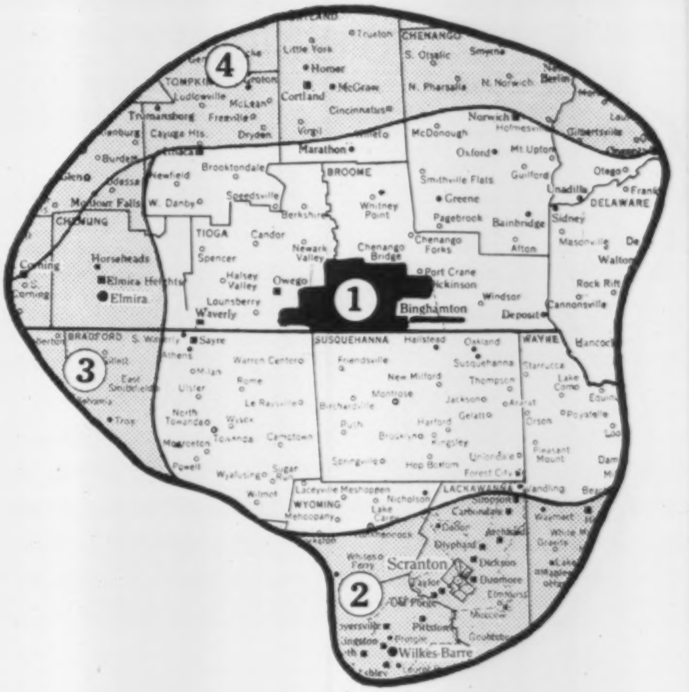
EXECUTIVES:

John C. Clark, President
Cecil D. Mastin, General Manager
S. N. Heslop, Commercial Manager
L. L. Rogers, Assistant General Manager & Treasurer
E. M. Scara, Program Director
L. H. Stantz, Chief Engineer

RATE INFORMATION: Class A hour rate-$400. Minute spot—$60. Rehearsals—$15 per quarter hour. (From Rate Card No. 4, Jan. 15, 1952.)

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Jansky & Bailey



* Tabulated as of February 1, 1952

80,000* SETS

AND ONLY WNBF-TV DELIVERS 'EM!

★ 52,000 SETS EXCLUSIVELY COVERED BY WNBF-TV IN THE TRADING AREA (1) OF BINGHAMTON-JOHNSON CITY-ENDICOTT

PLUS

★ A BIG, HEALTHY BONUS OF 28,000 SETS IN IMPORTANT ADJOINING MARKETS WITH:

(2) 16,000 exclusive sets in the Scranton-Wilkes-Barre area
(3) 6,000 exclusive sets in the Elmira area
(4) 6,000 shared sets in the Syracuse-Utica area

23.5 KILOWATTS WNBF-TV CHANNEL 12

BINGHAMTON, NEW YORK

National Representative: The Bolling Company

Buffalo—

WBEN-TV

LICENSEE: WBEN Inc.

ADDRESS: Hotel Statler **ZONE:** 2 **PHONE:** Mohawk 0930

AM AFFILIATE: WBEN **FM AFFILIATE:** WBEN-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Buffalo Evening News Inc., publisher of Buffalo Evening News.

BEGAN OPERATION: May 14, 1948

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Hotel Statler

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.2 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA **TYPE:** 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 335 ft. Above Ground, 360 ft.

STUDIO ADDRESS: Hotel Statler **HOURS OF OPERATION:** Noon-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

LIBRARY SERVICES: Langworth, Standard, Thesaurus **NEWS SERVICE:** AP, UP, INS

STUDIO FACILITIES: Two studios (22x36 and 22x48 ft.). Four studio RCA orthicon cameras. Two remote RCA cameras. Two RCA 16mm film projectors. Two slide projectors. One Balopticon.

EXECUTIVES:

Edward H. Butler, President
Alfred H. Kirchhofer, Vice President
C. Robert Thompson, General Manager
George R. Torge, Station Manager & Program Director
Nicholas J. Malter, Sales Manager
Ralph J. Kingsley, Technical Director
R. Glenn Beerbower, Assistant Technical Director in charge of Television
Frederick A. Keller, Executive Producer

RATE INFORMATION: Class A hour rate—$700. Minute spot—$125 (live), $115.50 (film). Participation $40—$70 per spot. Rehearsals—$35 (live), $20 (film) per half-hour. (From Rate Card No. 6, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

New York—

WABD

LICENSEE: Allen B. DuMont Laboratories Inc.

ADDRESS: 515 Madison Ave. **ZONE:** 22 **PHONE:** Murray Hill 8-2600

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDER AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: May 1944

NATIONAL REPRESENTATIVE: DuMont Spot Sales (Richard Railton Co., San Francisco)

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: DuMont **MODEL NO:** 7000

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw Aural, 8.4 kw

MAKE OF ANTENNA: RCA **TYPE:** Supergain

ANTENNA HEIGHT: Above Average Terrain, 1,338 ft. Above Ground, 1,436 ft.

STUDIO ADDRESS: 515 Madison Ave. **HOURS OF OPERATION:** 10:15 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont **DESCRIPTION:** Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** INS

STUDIO FACILITIES: Studio D (35x40 ft.), three DuMont image orthicon cameras, one 16mm DuMont film projector, two DuMont slide projectors. Adelphia Theatre (45x60 ft. stage), three DuMont image orthicon cameras. Ambassador Theatre (45x60 ft. stage), three DuMont image orthicon cameras. Wanamaker Studio (55x70 ft.), three DuMont image orthicon cameras. Master control contains two 35mm DuMont film projectors, two 16mm DuMont film projectors and two DuMont slide projectors (2x2 in.). Remote unit contains three DuMont image orthicon cameras. Due for completion in the spring of 1952 at the DuMont TV center on E. 67th St. are five studios (128x80, 85x72 and three, 50x60 ft. each).

EXECUTIVES:

Dr. Allen B. DuMont, President
Chris J. Witting, Director, DuMont Television Network & General Manager
Robert L. Coe, Manager, DuMont Network Stations Relations Department
Ted Bergmann, Director of Sales
James L. Caddigan, Director of Programming & Production
Rodney D. Chipp, Director of Engineering
Donald A. Stewart, Manager, Film Department
Tom S. Gallery, Director of Sports
Clarence G. Alexander, Director of Operations

RATE INFORMATION: Class A hour rate—$2,200. Minute spot—$500. Rehearsals—Live studio: $200 per hour (30-60 minute program), $100 per half-hour (5-29 minute program), $200 per hour for additional rehearsal time. Film studio: $125 per hour ($50 minimum). Extra charge for theatre studios, $250 per telecast. (From Rate Card No. 9, Nov. 1, 1951.)

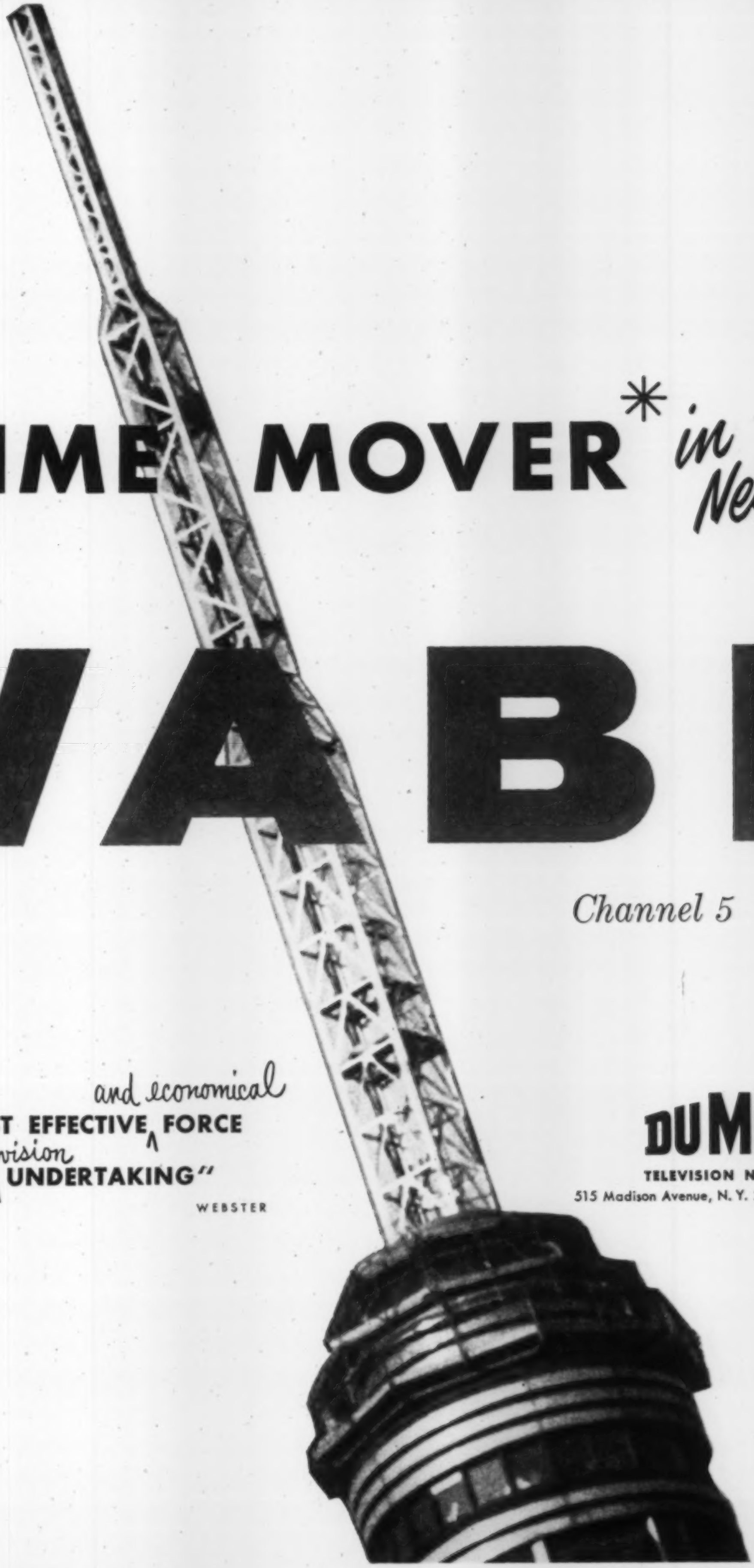
WASHINGTON ATTORNEY: Roberts & McInnis

XUM

PRIME MOVER* *in New York*

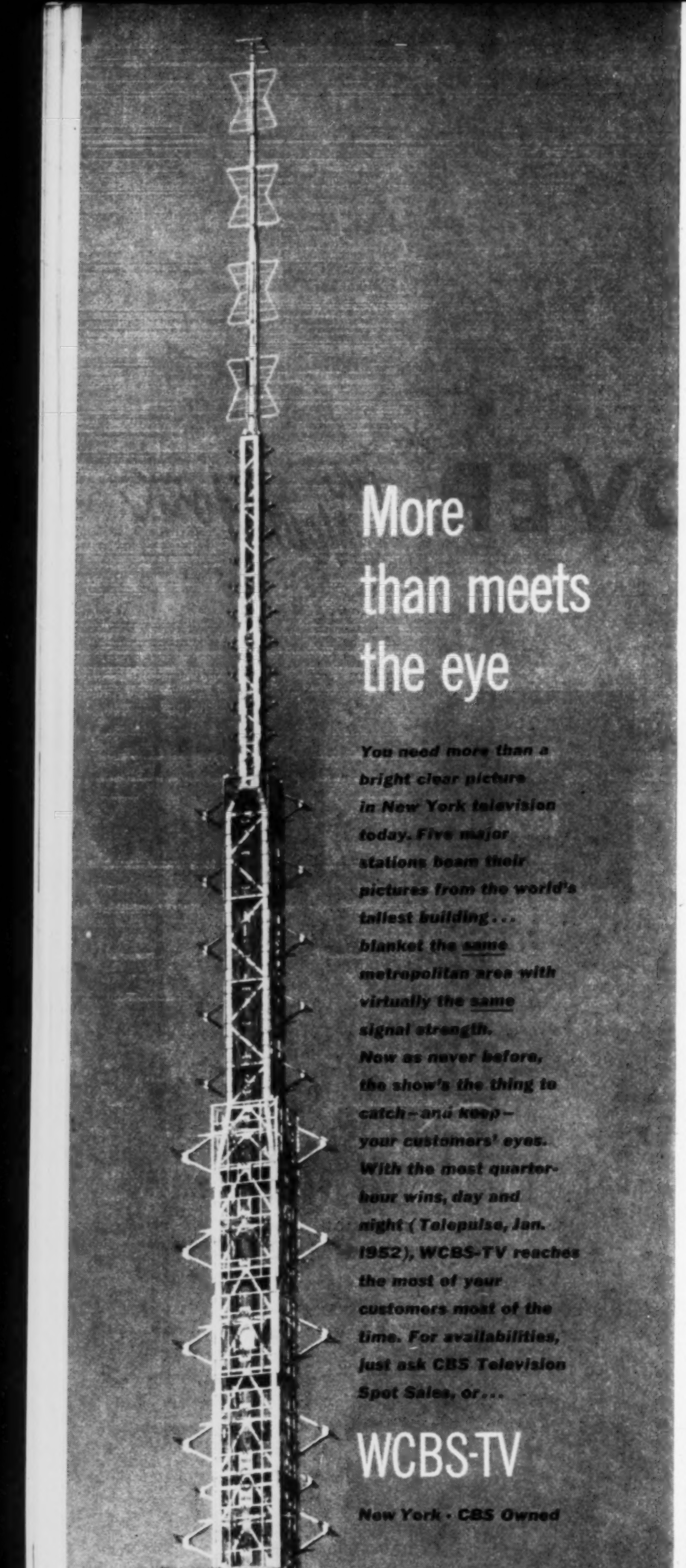
WABD

Channel 5



* "THE MOST EFFECTIVE and economical FORCE IN ANY television UNDERTAKING"
WEBSTER

DU MONT
TELEVISION NETWORK
515 Madison Avenue, N. Y. 22, N. Y. MU 8-2600



You need more than a bright clear picture in New York television today. Five major stations beam their pictures from the world's tallest building . . . blanket the same metropolitan area with virtually the same signal strength. Now as never before, the show's the thing to catch—and keep—your customers' eyes. With the most quarter-hour wins, day and night (Telepulse, Jan. 1952), WCBS-TV reaches the most of your customers most of the time. For availabilities, just ask CBS Television Spot Sales, or . . .

WCBS-TV

New York · CBS Owned

New York—(Continued)

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc.

ADDRESS: 485 Madison Ave. ZONE: 22 PHONE: Plaza 5-2000

AM AFFILIATE: WCBS FM AFFILIATE: WCBS-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: CBS owns and operates WCBS-AM FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM Chicago, WCCO Minneapolis, WEEI-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post). If pending merger of ABC with United Paramount Theatres Inc. is approved by FCC, CBS will buy facilities of WBKB (TV) Chicago from UPT.

BEGAN OPERATION: July 1941

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-10-A

EFFECTIVE RADIATED POWERS: Visual, 17.3 kw Aural, 8.7 kw

MAKE OF ANTENNA: RCA TYPE: Super Gain

ANTENNA HEIGHT: Above Average Terrain, 1,290 ft. Above Ground, 1,465 ft.

STUDIO ADDRESS: 485 Madison Ave. HOURS OF OPERATION: 11 a. m.-12:30 a. m.

MAKE OF CAMERA CHAINS: RCA, GE, DuMont, GPL

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP, INS Telenews

STUDIO FACILITIES: Fourteen studios. Eight announcer studios. Seven rehearsal halls. Fifty-six studio camera chains. Three film studios. Nineteen film projectors (35mm and 16mm), Telopticons. Eleven film camera chains.

EXECUTIVES:

Frank Stanton, President (CBS)
J. L. Van Volkenburg, President, CBS Television Division
Craig Lawrence, General Manager
Clarence Worden, Assistant to the General Manager
George Dunham Jr., Sales Manager
Richard Doan, Program Director
Robert G. Thompson, Chief Engineer
David Savage, Manager of Film Dept.
Robert G. Patt, Advertising & Sales Promotion Manager
Jack Lescoulie, Assistant Program Director
M. H. LeBlang, Assistant Promotion Manager

RATE INFORMATION Class A hour rate—$3,750. Minute spot—$775. Rehearsals—$325 per hour on camera, $150 per hour audio only, $100 per hour dry run, live studio $150 per hour, film studio. Frequency discounts—Begin with 3-5 days per week, 5% up to 6-7 days per week, 10%. Also 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 10, Sept. 1, 1951.)

ATTORNEY: Rosenman, Goldmark, Colin & Kaye

XUM

New York—(Continued)

WJZ-TV

LICENSEE: American Broadcasting Co. Inc.

ADDRESS: 7 West 66th St. **ZONE:** 23 **PHONE:** Susquehanna 7-5000

AM AFFILIATE: WJZ **FM AFFILIATE:** WJZ-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward J. Noble is principal stockholder. ABC owns & operates WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval.

BEGAN OPERATION: August 10, 1948

NATIONAL REPRESENTATIVE: ABC-TV Spot Sales

CHANNEL: 7 (174-180 inc.)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.15 kw

MAKE OF ANTENNA: RCA **TYPE:** Special

ANTENNA HEIGHT: Above Average Terrain, 1,378 ft. Above Ground, 1,373 ft.

STUDIO ADDRESS: 7 West 66th St. **HOURS OF OPERATION:** 9 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA, GPL, GE **DESCRIPTION:** Image Orthicons

TYPE OF OPERATIONS: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICES: AP, UP, INS, UP Movietone

STUDIO FACILITIES: Studio TV-1 (73x90 ft.), four cameras. Studio TV-4 (32x63 ft.), three cameras. Studios TV-5, 6 and 7 (42x41 ft. combined), three cameras, combined. Studio TV-8 (34x36 ft.), three cameras. Studio TV-11 (48x67 ft.), four cameras. Studio TV-12 (48x57 ft.), four cameras. Ritz Theatre (46x52 stage), four cameras. Fifty-Eighth St. Theatre (30x72 ft. stage), four cameras. Times Hall (30x72 ft. stage), four cameras. School of Radio Technique Studio (34x88 ft.), three cameras. Three 35mm film projectors. Eight 16mm film projectors. Ten slide projectors. Two Balopticons. Three Vitapix. Four field cameras associated with two microwave units.

EXECUTIVES:

Edward J. Noble, Chairman of the Board (ABC)
Robert E. Kintner, President (ABC)
Slocum Chapin, Vice President in Charge of O&O Stations (ABC)
Trevor Adams, General Manager
Don L. Kearney, Manager of Spot Sales
Harold Hough, Program Director
Bernard I. Paulson, Operations Manager
William Trevarthen, Director of Technical Operations
Nat Fowler, Film Director
Mitchell DeGroot, Director of Advertising & Promotion
John Madigan, Director of News & Special Events

RATE INFORMATION: Class A hour rate—$3,100. Minute spot—$650. Participations—$170 per spot. Rehearsals—Studio TV-1, $350. Studio TV-4, $250. Studios TV-5, 6 and 7, $225. Studio TV-8, $225. Studio TV-11, $275. Studio TV-12, $275. Ritz Theatre, $325. Fifty-Eighth St. Theatre, $300. School of Radio Technique Studio, $275. Audio only rehearsals are $100 less than on camera rates. Dry runs are $125 less than on camera rates. All rates are for one hour of rehearsal. Film studio rehearsals are at the rate of $150 per hour (minimum half-hour). Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 7, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

IN NEW YORK...

Here's your best buy in daytime television

NANCY CRAIG. 3:30 P. M., Mon.-Fri.

NUMBER ONE in the nation's Number One market ...*Nancy Craig Time* is the top-rated woman's show in New York television! Charming, vivacious Nancy and her fascinating guests are a must with women in the New York area—and with advertisers, too. Participating costs are reasonable; response is phenomenal (24,351 mailed-in votes in a recent contest!). So take a good look at *Nancy Craig Time* and these other best buys on Channel 7:

Kitchen Kapers	11:00 a.m. Mon. - Fri.
Dione Lucas	1:30 p.m. Mon., Wed., Fri.
Domestically Yours	1:30 p.m. Tues., Thurs.
Club Matinee	2:30 p.m. Mon. - Fri.
Hwd. Movie Time	4:00 p.m. Mon.-Thurs.
The Fitzgeralds	5:00 p.m. Mon.-Fri.
Saddle Pal Club	5:30 p.m. Mon.-Fri.

CHANNEL 7
WJZ-TV
NEW YORK

American Broadcasting Company

New York—(Continued)

WNBT

LICENSEE: National Broadcasting Co., Inc.

ADDRESS: 30 Rockefeller Plaza **ZONE:** 20 **PHONE** Circle 7-8300

AM AFFILIATE: WNBC **FM AFFILIATE:** WNBC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: July 1, 1941

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA **MODEL NO:** T1

EFFECTIVE RADIATED POWERS: Visual, 5.2 kw Aural, 4.27 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-4B Modified

ANTENNA HEIGHT: Above Average Terrain, 1,445 ft. Above Ground, 1,465 ft.

STUDIO ADDRESS: 30 Rockefeller Plaza **HOURS OF OPERATION:** 7 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP, INS

STUDIO FACILITIES: Following equipment and personnel supplied as standard—For live studio programs, two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, maximum crew of one production man, one program assistant and ten operating personnel. For film studio programs, studio fully equipped for showing of 16 and 35mm films, 35mm slide projector, balopticon, announcer studio, maximum crew of one production man and four operating personnel.

EXECUTIVES:
Joseph H. McConnell, President (NBC)
Ted Cott, General Manager
Charles H. Philips, Assistant General Manager
John H. Reber, Commercial Manager
Dick Pack, Program Director
Ivan Reiner, Supervisor of TV Production
F. A. Wankel, Chief Engineer
Beulah Jarvis, Film Buyer
Jackie Robinson, Director of Community Activities

RATE INFORMATION: Class A hour rate—$3,750. Minute spot—$775. Participations—$775 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $200 (31-60 minute programs), $100 (5-30 minute programs). Film studio, $125 (31-60 minute programs), $62.50 (5-30 minute programs). Additional charge for each 15 minutes over hour minimum is as follows: Live studio, $50. Film studio, $31.25. Frequency discounts—Begins with 13 times at 2½% up to 260 times at 20% (From Rate Card No. 10, Aug. 15, 1951).

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel.

ENGINEER: Raymond Guy.

New York—(Continued)

WOR-TV

LICENSEE: Thomas S. Lee Enterprises Inc. (WOR Division)

ADDRESS: 1440 Broadway **ZONE:** 18 **PHONE:** Longacre 4-8000

AM AFFILIATE: WOR **FM AFFILIATE:** WOR-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, Ohio. Thomas S. Lee Enterprises Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego. Yankee Network Division owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.

BEGAN OPERATION: October 1949

NATIONAL REPRESENTATIVE: WOR Sales (H-R Representatives, West Coast)

CHANNEL: 9 (186-192 mc.)

TRANSMITTER ADDRESS: North Bergen, N. J.

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-6B

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 11 kw

MAKE OF ANTENNA: GE **TYPE:** TY-14F

ANTENNA HEIGHT: Above Average Terrain, 975 ft. Above Ground, 810 ft.

STUDIO ADDRESS: Broadway & 67th St. **HOURS OF OPERATION:** 10 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont, RCA

TYPE OF OPERATION: Uses local live, local film.

NEWS SERVICE: UP

STUDIO FACILITIES: Nine studios (82x70, 70x56 and six 20x20 ft.). Eleven studio cameras. Five iconoscope camera chains. Three 35mm film projectors. Four 16mm film projectors. Two Telopticons. One special slide projector.

EXECUTIVES:
Tom O'Neil, President (Thomas S. Lee Enterprises)
Theodore C. Streibert, President (WOR Division)
R. C. Maddux, Vice President in Charge of Sales
Julius F. Seebach Jr., Vice President in charge of Programs
J. R. Poppele, Vice President & Chief Engineer
Milford Fenster, Film Buyer

RATE INFORMATION: Class A hour rate—$1,700 (live), $1,575 (film). Minute spot—$300. Participations—$300 per spot. Rehearsals—$200 per hour, live studio. Use of theatre, $250 charge. Frequency discounts—Begin with 13 weeks at 2½% up to 52 weeks at 10%. Also if gross weekly purchases are between $600 and $1,050, 5%; $1,050 and $1,500, 10%; above $1,500, 15%. (From Rate Card No. 6, Oct. 1, 1951)

WASHINGTON ATTORNEY: Pierson & Ball

New York—(Continued)

WPIX

LICENSEE: WPIX Inc.

ADDRESS: 220 East 42nd St. **ZONE:** 17 **PHONE:** Murray Hill 2-1234

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Tribune Co., publisher of Chicago Tribune. Same interests (Col. Robert R. McCormick) own WPIX (TV) New York, publish New York News and Washington (D. C.) Times-Herald.

BEGAN OPERATION: June 15, 1948

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5

EFFECTIVE RADIATED POWERS: Visual, 21.7 kw Aural, 10.4 kw

MAKE OF ANTENNA: RCA **TYPE:** TFS-11-651, 6-Bay Super Gain

ANTENNA HEIGHT: Above Average Terrain, 1,407 ft. Above Ground, 1,464 ft.

STUDIO ADDRESS: 220 East 42nd St.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK-10 & TK-30

TYPE OF OPERATION: Uses local live, local film, kinescopes

NEWS SERVICE: AP, UP, New York News, Chicago Tribune Press Service, Acme

STUDIO FACILITIES: Following equipment and personnel supplied as standard: For live studio programs, two image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78 rpm, lateral and/or vertical turntables and a maximum crew consisting of one director and assistant and ten other operating personnel. For film studio programs, three iconoscope film cameras, two 35mm and two 16mm film projectors, three 2x2 in. slide projectors, one 35mm strip film projector, two opaque and moving tape projectors, an Animatic strip film projector, and a normal operating personnel of four. Four studios (43x50, 27x45, 32x43 and 14x20 ft.). Two mobile units. Film processing and production equipment.

EXECUTIVES:

F. M. Flynn, President
G. Bennett Larson, Vice President and General Manager
John F. Noone, Commercial Manager
Louis B. Ames, Program Director
Jack F. A. Flynn, Administrative Assistant to Program Director
Anthony Azzato, Film Buyer
L. A. Hollingsworth, Public Relations Director
T. E. Howard, Chief Engineer

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Rehearsals—$75 per quarter hour, live studio; $20 per quarter hour, film studio—both in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 1,040 times a 30%. (From Rate Card No. 4, Sept. 15, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Co.

Rochester—

WHAM-TV

LICENSEE: Stromberg-Carlson Co.

ADDRESS: 201 Humboldt St. **ZONE:** 3 **PHONE:** Culver 7240

AM AFFILIATE: WHAM **FM AFFILIATE:** WHFM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: June 11, 1949

NATIONAL REPRESENTATIVES: George P. Hollingbery Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Pinnacle Hill

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.4 kw Aural, 11.7 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-4A, 4-Bay

ANTENNA HEIGHT: Above Average Terrain, 497 ft. Above Ground, 325 ft.

STUDIO ADDRESS: 201 Humboldt St. **HOURS OF OPERATION:** 10:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Field cameras

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Snader **NEWS SERVICE:** UP

LIBRARY SERVICES: World

STUDIO FACILITIES: Auditorium studio is 46x42 ft. Studio C is 30x24 ft. Four field cameras. Two 16mm RCA film projectors. One GE dual slide projector (3¼x4 in.).

EXECUTIVES:

Robert C. Tait, President
William Fay, Vice President & General Manager, Broadcast Division
John W. Kennedy Jr., Commercial Manager
Charles W. Siverson, Program Director
Eugene Zacher, Assistant Program Director for Television
Kenneth J. Gardner, Chief Engineer
John Crosby, Film Buyer
Truman Brizee, Assistant Sales Manager
George Driscoll, Director TV Studio Engineering
Dave Manning, Film Librarian

RATE INFORMATION: Class A hour rate—$700 (live), $600 (film). Minute spot—$150 (live), $120 (film). Rehearsals—$45 per half hour, live studio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 20%. (From Rate Card No. 7, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

Schenectady—

WRGB

LICENSEE: General Electric Co.

ADDRESS: 1 River Road **ZONE:** 5 **PHONE:** 7-2261

AM AFFILIATE: WGY **FM AFFILIATE:** WGFM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTEREST: Licensee is radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: February 26, 1942

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: New Scotland, N. Y.

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-7A

EFFECTIVE RADIATED POWERS: Visual, 16.32 kw Aural, 8.16 kw

MAKE OF ANTENNA: GE **TYPE:** TY-13-C

ANTENNA HEIGHT: Above Average Terrain, 832 ft. Above Ground, 88 ft.

STUDIO ADDRESS: 60 Washington Ave. **HOURS OF OPERATION:** 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: GE **DESCRIPTION:** Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** AP, UP, INS Newsreel, Telenews

STUDIO FACILITIES: Studio is 42x27 ft. Three GE 4PC3A2 studio cameras. Two GE PC2A film cameras. Two GE PF2A Synchrolite 16mm film projectors. One GE slide projector (3x4 in.). One opaque projector (8x10 in.).

EXECUTIVES:

Chester H. Lang, Vice President, Public Relations
Bartlett J. Rowan, Assistant Manager, Broadcasting Division
Robert B. Hanna Jr., Manager, Broadcasting Stations Department
Raymond W. Welpott, Station Manager
H. M. Solomon, Administrative Assistant to Station Manager
Robert F. Reid, Supervisor, Sales
Albert G. Zink, Supervisor, Programs & Films
Willard J. Purcell, Engineer, Broadcasting
C. B. King, Supervisor, Studio Operations
A. O. Coggeshall, Supervisor, Music
J. P. Connolly, Supervisor, Traffic
M. L. Galusha, Supervisor, Farm Programs
W. T. Meenam, Supervisor, News
B. S. Krause, Supervisor, Science Programs
T. B. Beebe, Supervisor, Scripts & Films
A. Garland, Supervisor Office Procedures

RATE INFORMATION: Class A hour rate—$500. Minute spot—$100. Rehearsals $25 per half hour, live studio. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1951)

Syracuse—

WHEN

LICENSEE: Meredith Syracuse Television Corp.

ADDRESS: 101 Court St. **ZONE:** 8 **PHONE:** 3-1126

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, publisher of Better Homes & Gardens and Successful Farming. Meredith Engineering Co. owns and operates WHEN (TV) Syracuse and WOW-AM-TV Omaha.

BEGAN OPERATION: December 1, 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 101 Court St.

MAKE OF TRANSMITTER: GE **MODEL NO:** TT6B

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: GE **TYPE:** 6-Bay

ANTENNA HEIGHT: Above Average Terrain, 385 ft. Above Ground, 537 ft.

STUDIO ADDRESS: 101 Court St. **HOURS OF OPERATION:** 9:15 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Field

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios (20x20 and 35x50 ft.). Four RCA image orthicon cameras. Two RCA 16mm film projectors. Two slide projectors (2x2 in.). Mobile unit with two RCA image orthicon cameras.

EXECUTIVES:

E. T. Meredith Jr., President
Fred O. Bohen, Vice President
Payson Hall, Treasurer
Paul Adanti, Vice President & General Manager
William H. Bell, Commercial Manager
Gordon J. Alderman, Program Director & Film Buyer
H. Eugene Crow, Chief Engineer
John G. Yoest, Chief Accountant
Edward F. Ryan, Promotion Manager

RATE INFORMATION: Class A hour rate—$590 (live), $550 (film). Minute spot—$120 (live), $110 (film). Participations—$40 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: William L. Foss Inc.

THE GREAT SYRACUSE MARKET CONTINUES TO GROW MORE AND MORE DESIRABLE WITH AREA INDUSTRY AND BUYING POWER AT NEW HIGHS!

WHEN TELEVISION

CONTINUES TO RANK FIRST IN THE SYRACUSE MARKET

- Central New York's only TV station with complete studio and remote facilities.
- The Empire State's only BASIC CBS-TV Network Station.*
- Tops in local programs.
- Now in its Fourth year of continuous service.
- Also airing top TV programs from ABC and DUMONT.
- First in Public Service.

* N.Y.C. excluded

Represented by

THE KATZ AGENCY

Say WHEN
TELEVISION
SYRACUSE

Say WHEN
TELEVISION
SYRACUSE

A MEREDITH TV STATION

Syracuse—(Continued)

WSYR-TV

LICENSEE: Central New York Broadcasting Corp.

ADDRESS: Syracuse Kemper Bldg. **ZONE:** 2 **PHONE:** 3-7111

AM AFFILIATE: WSYR **FM AFFILIATE:** WSYR-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by S. I. Newhouse and family, publishers of Syracuse Post-Standard and Herald-Journal, Newark (N. J.) Star-Ledger, Jersey City Journal, Long Island (N. Y.) Press and Star Journal, Harrisburg (Pa.) Patriot News, Staten Island (N. Y.) Advance, Portland (Ore.) Oregonian. Same interests also own KGW-AM-FM.

BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Sentinel Hts.

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-6C

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 12.5 kw

MAKE OF ANTENNA: GE **TYPE:** GE PY-4A 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 640 ft. Above Ground, 200 ft.

STUDIO ADDRESS: 224 Harrison St.

MAKE OF CAMERA CHAINS: DuMont, RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

LIBRARY SERVICES: Lang-Worth

STUDIO FACILITIES: One studio (20x17 ft.), with three camera chains and one film chain. Two GE Balopticons (3¼x4 in.). Two 16mm GE film projectors. Two slide projectors (2x2 in.).

EXECUTIVES:

H. C. Wilder, President
E. R. Vadeboncoeur, Vice President & General Manager
A. G. Belle Isle, Vice President & Chief Engineer
W. R. Alford Jr., Commercial Manager
Bill Rothrum, Program Director & Film Buyer

RATE INFORMATION: Class A hour rate—$550 (film only). Minute spot—$110. Participations—$52-$72 per spot. Rehearsals—$20 per half hour for live studio. Frequency discounts—Begin with 26 weeks at 5% up to 260 times at 25%. (From Rate Card No. 6, Jan. 1, 1952.)

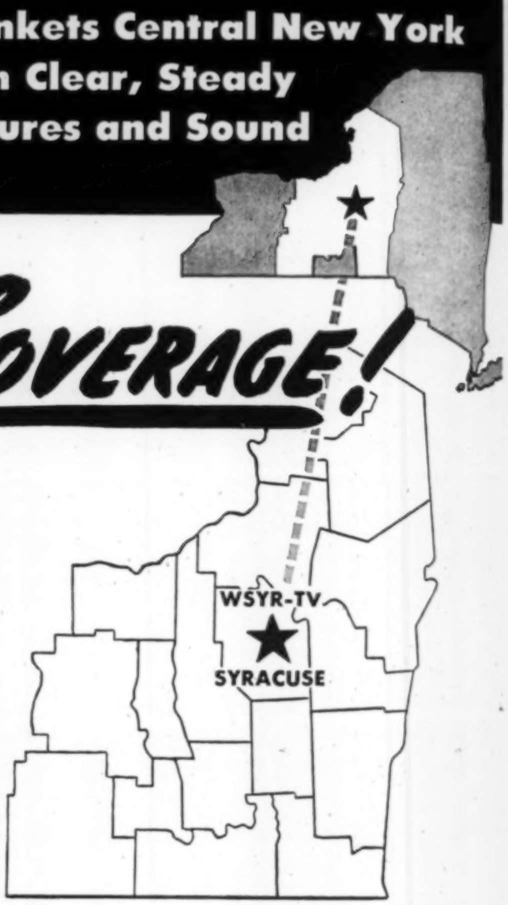
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: Craven, Lohnes & Culver

WSYRACUSE TV

Blankets Central New York with Clear, Steady Pictures and Sound

COVERAGE!



The counties shown above are those from which a steady flow of mail is received by WSYR-TV. The area is considerably larger than might be expected.

But WSYR-TV's antenna atop Sentinel Heights is 1,636 feet above sea level—704 feet higher than any other station in our area. It can "see" great distances, and ample video and aural power assures a strong, steady signal. In fact, set owners 150 miles away have reported good reception.

If you want the 160,000 TV set owners in Central New York, and those in surrounding territories, to see and hear your sales story—be sure to put it on WSYR-TV.

NBC Affiliate. WSYR-AM-FM-TV. The ONLY Complete Broadcast Institution in Central New York

WSYRACUSE TV

Headly-Reed, National Representatives

TV Stations in the U. S.

Utica—

WKTV

LICENSEE: Copper City Broadcasting Corp.

ADDRESS: Smith Hill Road **PHONE:** 3-0404

AM AFFILIATE: WKAL Rome, N. Y.

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Myron J. Kallet is principal stockholder. Mr. Kallet is also the principal owner of Kallet Theatres Inc., which owns and operates a chain of movie theatres.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: Donald Cooke Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Smith Hill Road, Deerfield, N. Y.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

ANTENNA HEIGHT: Above Average Terrain, 830 ft. Above Ground, 472 ft.

STUDIO ADDRESS: Smith Hill Road **HOURS OF OPERATION:** 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP

STUDIO FACILITIES: One studio (45x30 ft.). Two RCA image orthicon cameras. Two GE slide projectors (3¼x4 or 2x2 in.).

EXECUTIVES:

Myron J. Kallet, President
W. T. MacNeilly, Executive Vice President
Michael C. Fusco, General Manager
J. J. McDavitt, Commercial Manager
J. Fredericks, Program Director
DeForest T. Layton Jr., Chief Engineer
Joseph Casaletta, Film Buyer

RATE INFORMATION: Class A hour rate—$375. Minute spot—$65. Participations—$40-50. Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 3, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George P. Adair

there isn't
time
to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency time buyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

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NATIONAL PRESS BLDG. • WASHINGTON

North Carolina

Charlotte—

WBTV

LICENSEE: Jefferson Standard Broadcasting Co.

ADDRESS: Wilder Bldg. **PHONE:** 3-8833

AM AFFILIATE: WBT **FM AFFILIATE:** WBT-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Jefferson Standard Life Insurance Co. Same interests own 66 2/3% of WBIG Greensboro, N. C., and 16.5% of Greensboro News Co., publisher of Greensboro News and licensee of WFMY (FM) and WFMY-TV Greensboro, N. C.

BEGAN OPERATION: July 15, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Spencer Mountain

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.2 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3B, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 1,111 ft. Above Ground, 562 ft.

STUDIO ADDRESS: Wilder Bldg. **HOURS OF OPERATION:** 10:30 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK 30 field, TK 20A film

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Snader **NEWS SERVICE:** NBC News Reel, UP, INS News Pictures

STUDIO FACILITIES: One studio (40x27x20 ft.). Three RCA image orthicon cameras. Two RCA 16mm film projectors. One Projectall (4x5 in.). One Radascope slide projector (2x2 in.). Mobile unit includes two RCA image orthicon cameras. One Eastman 16mm camera.

EXECUTIVES:

Joseph M. Bryan, President
Charles H. Crutchfield, Executive Vice President & General Manager
Larry Walker, Vice President & Assistant General Manager
J. R. Covington, Assistant Vice President for Sales
Kenneth I. Tredwell Jr., Assistant Vice President for Programs and Public Relations
Charles Bell, Director of Television
Keith S. Byerly, General Sales Manager
Wallace J. Jorgenson, Sales Manager for Television
Bill Quinn, Television Program Director
M. J. Minor, Chief Engineer
C. K. Spicer, Business Manager
Austin Green, Television Production Manager

RATE INFORMATION: Class A hour rate—$500. Minute spot, $110. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. Also, 3-5 days weekly, 5%; 6-7 days weekly, 10%. (From Rate Card No. 6, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Co.

Greensboro—

WFMY-TV

LICENSEE: Greensboro News Co.

ADDRESS: 212 N. Davie St. **PHONE:** 3-8611

FM AFFILIATE: WFMY

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Greensboro News and Record. Owned 16.5% by Jefferson Standard Life Insurance Co. which owns 66 2/3% of WBIG Greensboro and 100% of WBT-AM-FM-TV Charlotte, N. C.

BEGAN OPERATION: September 22, 1949

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 212 N. Davie St.

MAKE OF TRANSMITTER: DuMont **MODEL NO:** 7000

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw Aural, 8.4 kw

MAKE OF ANTENNA: RCA **TYPE:** TF3B

ANTENNA HEIGHT: Above Average Terrain, 470 ft. Above Ground, 481 ft.

STUDIO ADDRESS: 212 N. Davie St. **HOURS OF OPERATION:** 11:30 a.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont **DESCRIPTION:** TA124A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP

LIBRARY SERVICES: Associated, RCA

STUDIO FACILITIES: Studio (26x16). 35mm and 16mm film projectors. One slide projector (2x2 in.). One studio camera. One Balopticon.

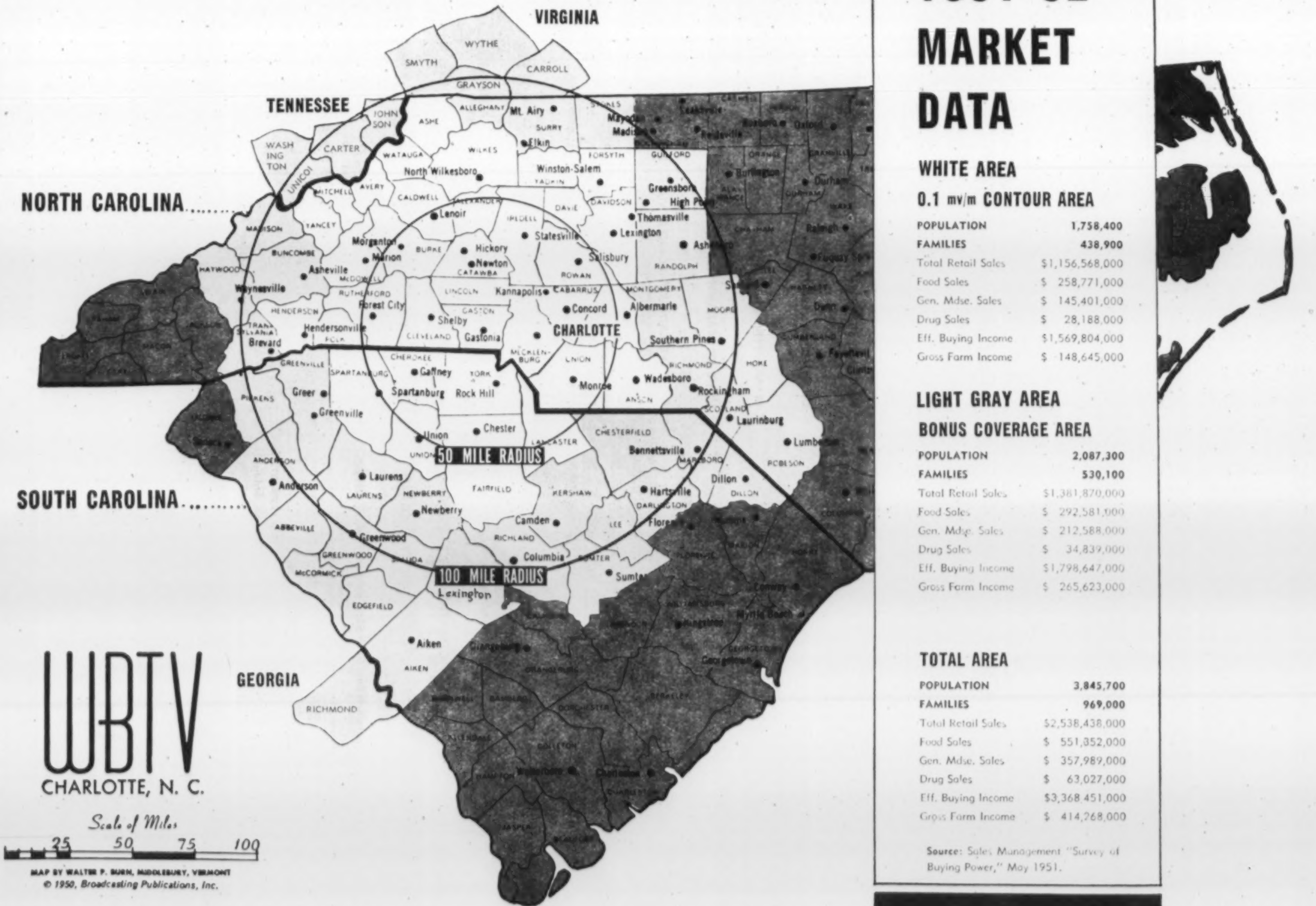
EXECUTIVES:

E. B. Jeffress, President
Gaines Kelley, General Manager
Virgil V. Evans, Commercial Manager
Gomer Lesch, Program Director
Arthur C. Stringer, Jr., Publicity & Promotion Director
William E. Neill, Chief Engineer
Daniel W. Shields, Film Director

RATE INFORMATION: Class A hour rate—$500 (live), $450 (film). Minute spot—$130 (live), $80 (film). Frequency discounts—Begin with 52 times at 10% up to 260 times at 20%. (From Rate Card No. 5, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver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TENNESSEE
NORTH CAROLINA
SOUTH CAROLINA
GEORGIA
50 MILE RADIUS
100 MILE RADIUS
CHARLOTTE
Mt. Airy
Elkin
Winston-Salem
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High Point
Thomasville
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Waynesville
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Hendersonville
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Aiken
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25
50
75
100

WBTV
CHARLOTTE, N. C.

MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT
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1951-52 MARKET DATA

WHITE AREA

0.1 mv/m CONTOUR AREA

POPULATION	**1,758,400**
FAMILIES	**438,900**
Total Retail Sales	$1,156,568,000
Food Sales	$ 258,771,000
Gen. Mdse. Sales	$ 145,401,000
Drug Sales	$ 28,188,000
Eff. Buying Income	$1,569,804,000
Gross Farm Income	$ 148,645,000

LIGHT GRAY AREA

BONUS COVERAGE AREA

POPULATION	**2,087,300**
FAMILIES	**530,100**
Total Retail Sales	$1,381,870,000
Food Sales	$ 292,581,000
Gen. Mdse. Sales	$ 212,588,000
Drug Sales	$ 34,839,000
Eff. Buying Income	$1,798,647,000
Gross Farm Income	$ 265,623,000

TOTAL AREA

POPULATION	**3,845,700**
FAMILIES	**969,000**
Total Retail Sales	$2,538,438,000
Food Sales	$ 551,352,000
Gen. Mdse. Sales	$ 357,989,000
Drug Sales	$ 63,027,000
Eff. Buying Income	$3,368 451,000
Gross Farm Income	$ 414,268,000

Source: Sales Management "Survey of Buying Power," May 1951.

Ohio

Cincinnati—

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc.

ADDRESS: 2345 Symmes St. **ZONE:** 6 **PHONE:** Capitol 0777

AM AFFILIATE: WCPO **FM AFFILIATE:** WCPO-FM

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Scripps-Howard Newspapers. Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville. Memphis Publishing Co., Scripps-Howard Newspaper subsidiary, owns WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps-Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press.

BEGAN OPERATION: July 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: 2345 Symmes St.

MAKE OF TRANSMITTER: GE **MODEL NO:** 4TT-6D2

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 12 kw

MAKE OF ANTENNA: GE **TYPE:** TY-18-A 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 695 ft. Above Ground, 560 ft.

STUDIO ADDRESS: 2345 Symmes St. **HOURS OF OPERATION:** 7 a. m.-2 a. m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP, INS

STUDIO FACILITIES: Two studios (33x19 and 55x25 ft.). Two RCA studio cameras. Two 35mm slide projectors. Two 16mm GE Syncrolite film projectors. One Balopticon. One 35mm strip film projector. Remote facilities. Two cameras.

EXECUTIVES:

Jack R. Howard, President
M. C. Watters, Vice President & General Manager
Harry LeBrun, Television Station Director
Ed Weston, Program Director & Film Buyer
Paul Adams, Chief Engineer

RATE INFORMATION: Class A hour rate—$850. Minute spot—$150. Participation per spot—$55. Rehearsals—$100 per hour in excess of 2x1 ratio, live studio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 4, July 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

Cincinnati—(Continued)

WKRC-TV

LICENSEE: Radio Cincinnati Inc.

ADDRESS: Times-Star Bldg. **ZONE:** 2 **PHONE:** Garfield 1331

AM AFFILIATE: WKRC **FM AFFILIATE:** WKRC-FM

TV NETWORK AFFILIATE: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Cincinnati Times-Star Publishing Co., publisher of Cincinnati Times-Star. Licensee owns 20% of WBIR-AM-FM Knoxville, Tenn.

BEGAN OPERATION: April 4, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 11 (204-210 mc)

TRANSMITTER ADDRESS: Highland & Dorchester

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 24.5 kw Aural, 12.3 kw

MAKE OF ANTENNA: RCA **TYPE:** TF6-B, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 650 ft. Above Ground, 550 ft.

STUDIO ADDRESS: Times-Star Bldg. **HOURS OF OPERATION:** 9:10 a.m.-2:15 a.m.

MAKE OF CAMERA CHAINS: DuMont **DESCRIPTION:** TA-124-B

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICES: AP

STUDIO FACILITIES: Two studios (53x30 and 40x30 ft.). Four DuMont camera chains. One GE Balopticon. One GE film camera chain. One Ampro slide projector (2x2 in.). Two GE Syncrolite 16mm film projectors. One mobile unit, two DuMont field cameras.

EXECUTIVES:

Hulbert Taft Jr., Executive Vice President
U. A. Latham, General Manager
Don L. Chapin, Commercial Manager
Kenneth W. Church, National Sales Manager
Rod Mitchell, Program Director
George Wilson, Chief Engineer
Warren F. Warner, Film Buyer

RATE INFORMATION: Class A hour rate—$700. Minute spot—$130. Participation $130 per spot. Frequency discounts—Begin with 13 times at 5% up to 26 times at 30%. (From Rate Card No. 5, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Bernard Koteen

CONSULTING ENGINEER: George C. Davis

Cincinnati—(Continued)

WLWT

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 140 West Ninth St. **ZONE:** 2 **PHONE:** Cherry 1822

AM AFFILIATE: WLW **FM AFFILIATE:** WLWA

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.

BEGAN OPERATION: February 1948

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 2222 Chickashaw St.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 19.5 kw

MAKE OF ANTENNA: RCA **TYPE:** 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 670 ft. Above Ground, 570 ft.

STUDIO ADDRESS: 140 W. Ninth St. **HOURS OF OPERATION:** 6:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK20

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: NBC **NEWS SERVICE:** UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Studio "A" is 55x38 ft., seats 200. Studio "B" is 53x81 ft., seats 250. Penny's Pantry Studio is 48x58 ft., seats 125. Mt. Olympus studio is 50x70 ft., seats 300. Seven image orthicon cameras. Two 16mm projectors. Two iconoscope camera chains. One Balopticon. Two mobile units.

EXECUTIVES:

James D. Shouse, Chairman of Board
R. E. Dunville, President
Dwight Martin, Vice President
Harry Mason Smith, Vice President for Sales
John T. Murphy, Vice President, Television Operations
Bernard C. Barth, Assistant to Vice President
William McCluskey, Administrative Assistant to the Vice President
David E. Patridge, General Sales Manager
George Moore, Sales Manager
Lin Mason, Program Director
Howard Lepple, Chief Engineer

RATE INFORMATION: Class A hour rate—$850. Minute spot—$125. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10%. Also begin with 30 minutes weekly 5% up to 3 hours weekly 12½%. (From Rate Card July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

Cincinnatians Depend on
WKRC-TV!
DAYTON
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THEIR BEST TV ENTERTAINMENT!

- Top CBS Programs
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RADIO CINCINNATI, INC.
WKRC-TV
CHANNEL...11

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★ ★ ★ ★ ★

TV'S GREATEST MUSICAL VARIETY STARS NOW AVAILABLE FOR LOCAL AND REGIONAL SHOWS!

Now you can win high local ratings by building your own star-studded variety shows using any of the over 100 big-name stars now available on *Snader TELEscriptions!*

HERE ARE JUST A FEW OF THE BIG STARS:

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Sarah Vaughan
The Harmonicats
Patricia Morison
Mel Torme
Toni Arden
Ginny Simms
Tex Ritter
King Sisters
Lanny Ross
Lionel Hampton
King Cole Trio
Cab Calloway
Les Brown Orch.

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

59 E. Van Buren
Chicago, Illinois

735 Spring St. N. W.
Atlanta, Georgia

229 West 42nd Street
New York, New York

1900 Euclid
Cleveland, Ohio

Cleveland—

WEWS

LICENSEE: Scripps-Howard Radio Inc.

ADDRESS: 1816 East 13th St. **ZONE:** 14 **PHONE:** Tower 1-5454

TV NETWORK AFFILIATION: ABC, CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Scripps-Howard Newspapers. Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville. Memphis Publishing Co., Scripps-Howard Newspapers subsidiary, owns WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps-Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press.

BEGAN OPERATION: December 17, 1947

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Parma, Ohio

MAKE OF TRANSMITTER: DuMont **MODEL NO.:** TA-117A (modified)

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.15 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A, 3-Section Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 640 ft. Above Ground, 437 ft.

STUDIO ADDRESS: 1816 East 13th St. **HOURS OF OPERATION:** 8 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP, INS Telenews

STUDIO FACILITIES: Three studios (55x75x20, 20x40 and 20x25 ft.). Six image orthicon DuMont studio cameras. Two RCA film camera chains. Two GE 16mm film projectors. One 35mm film strip projector. One 35mm slide projector (2x2 in.). One Balopticon (5x7 in.).

EXECUTIVES:

Jack R. Howard, President
James C. Hanrahan, General Manager
J. Harrison Hartley, Station Director
J. B. Epperson, Chief Engineer
Floyd E. Weidman, Advertising Manager

RATE INFORMATION: Class A hour rate—$950 (live), $800 (film). Minute spot—$200. Participations—$60-$90 per spot. Rehearsals—$15 per hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 104 times at 15%; also discounts for number of times per week. (From Rate Card No. 7, Sept. 16, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz.

Cleveland—(Continued)

WNBK

LICENSEE: National Broadcasting Co.

ADDRESS: 815 Superior Ave. **ZONE:** 14 **PHONE:** Cherry 1-0942

AM AFFILIATE: WTAM **FM AFFILIATE:** WTAM-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: October 31, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Brecksville, Ohio

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 39.22 kw Aural, 20.26 kw

MAKE OF ANTENNA: RCA **TYPE:** 4-Bay Batwing

ANTENNA HEIGHT: Above Average Terrain, 619 ft. Above Ground, 465 ft.

STUDIO ADDRESS: 815 Superior Ave. **HOURS OF OPERATION:** 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP

LIBRARY SERVICE: APS, Thesaurus

STUDIO FACILITIES: One studio (35x50 ft.), with two RCA orthicon cameras. One commentator's booth, with one RCA orthicon camera. Two film chains with two RCA 16mm and two RCA 35mm film projectors. Two SVE slide and strip film projectors and one rotoslide projector.

EXECUTIVES:

Joseph H. McConnell, President (NBC)
John McCormick, General Manager
Harold L. Gallagher, Commercial Manager
Philip L. Worcester, Program Director
S. E. Leonard, Chief Engineer
Andrew L. Hammerschmidt, Operations Supervisor
Albert L. Odeal, Film Buyer
Albert M. Henderson, Publicity & Promotion Manager

RATE INFORMATION: Class A hour—$900. Minute spot—$175. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $150 per hour (31-60 minute program), $75 per hour (5-30 minute program), $37.50 per quarter hour extra. Film studio, $90 per hour (31-60 minute program), $45 per hour (5-30 minute program), $22.50 per quarter hour extra. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond Guy

WNBK CHANNEL 4
"THERE'S MORE ON FOUR"
MORE MUSIC
MORE COMEDY
MORE DRAMA
MORE COWBOYS
WNBK
NBC
Television
YES—and MORE VIEWERS—too!
Here's looking at YOU—
For looking at US
WNBK CHANNEL 4
NBC TELEVISION IN CLEVELAND

TELEVISION STATIONS IN THE UNITED STATES

Cleveland—(Continued)

WXEL

LICENSEE: Empire Coil Co.

ADDRESS: Pleasant Valley & State Rds. **ZONE:** 9 **PHONE:** Victory 3-8400

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is electronics components and parts manufacturer in New Rochelle, N. Y. Herbert Mayer is principal stockholder.

BEGAN OPERATION: December 17, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 4501 Pleasant Valley

MAKE OF TRANSMITTER: GE **MODEL NO:** TT6D

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: GE **TYPE:** TY14F, 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 725 ft. Above Ground, 437 ft.

STUDIO ADDRESS: 3165 Olentangy River Rd. **HOURS OF OPERATION:** 11 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: GE, RCA, GPL

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescope

NEWS SERVICE: AP, UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio "D," three image orthicon chains, RCA flying spot scanner (2x2 in.). GPL film projector, 1,200 sq. ft. staging area, 365 theatre seats, RCA type PT-100 theatre projector. Main studio (50x48 ft.) with two camera chains. Kitchen studio (30x25 ft.) with two camera chains. Studio (16x27 ft.) with two camera chains. Two 16mm film projectors. Two iconoscope film chains. Two slide projectors (2x2 in.) One GE Balopticon.

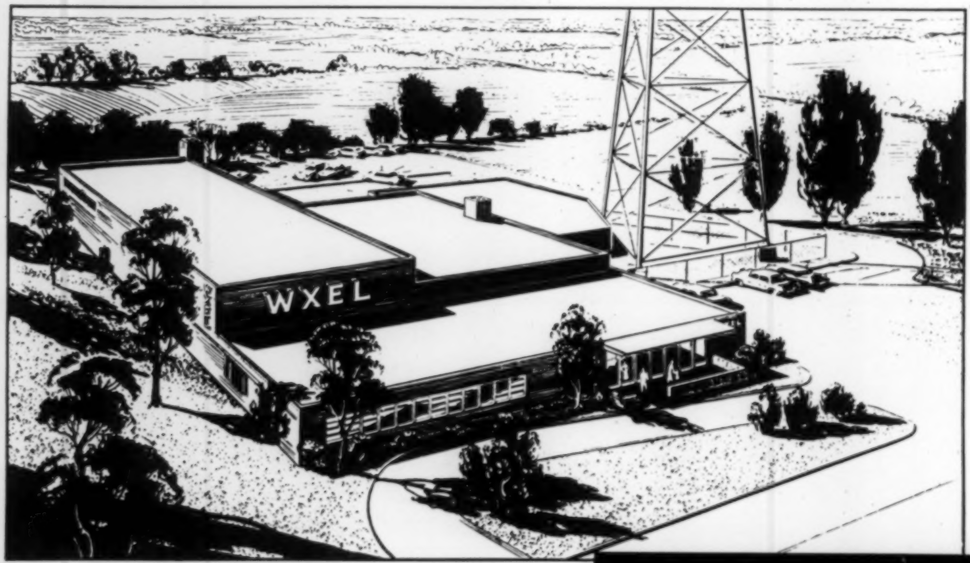
EXECUTIVES:

Herbert Mayer, President
Franklin Snyder, Vice President & General Manager
R. C. Wright, Assistant Commercial Manager
Harry Black, Program Director
Thomas Friedman, Chief Engineer
Nicholas Boris, Film Buyer
Barbara Snyder, Publicity Director

RATE INFORMATION: Class A hour rate—$925 (live), $800 (film). Minute spot—$193.50 (live), $160 (film). Participations—$60 to $160 per spot. Rehearsals—No extra charge for normal rehearsal time. Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Lyon, Wilner & Bergson

CONSULTING ENGINEER: Ben Adler (New Rochelle, N. Y.)



Sell via WXEL

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Represented Nationally by

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•

ABC, CBS, AND DUMONT TELEVISION NETWORKS

Channel 9

WXEL Cleveland

TELEVISION

World Wide News • Entertainment • Sports

TELEVISION STATIONS IN THE UNITED STATES

Columbus—

WBNS-TV

LICENSEE: Dispatch Printing Co.

ADDRESS: 33 N. High St. **ZONE:** 15 **PHONE:** Adams 9265

AM AFFILIATE: WBNS **FM AFFILIATE:** WELD

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Columbus Dispatch.

BEGAN OPERATION: September 1949

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 495 Olentangy Blvd.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24.3 kw Aural, 12.15 kw

MAKE OF ANTENNA: RCA **TYPE:** 6-Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain, 485 ft. Above Ground, 595 ft.

STUDIO ADDRESS: 495 Olentangy Blvd. **HOURS OF OPERATION:** 9:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: World

STUDIO FACILITIES: One studio (55x35). Two live camera chains. Two film camera chains. Three 16mm projectors, Telop, Projectall, and Selectroslide, opaque and transparency slide projectors. Film processing facilities. Photographic department. Two-camera mobile unit.

EXECUTIVES:

Preston Wolfe, President
R. A. Borel, Director of Television
E. H. Bronson, Station Director & Film Buyer
R. D. Thomas, Sales Director
Janet Benoy, Merchandise Director
J. R. Reeves, Program Director & Film Buyer
L. H. Nafzger, Chief Engineer

RATE INFORMATION: Class A hour rate—$700 (film only). Minute spot—$125. Frequency discounts—Begin with 13 times at 12½% up to 260 times at 35%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Jansky & Bailey.

reach all of this profitable TV market on WBNS-TV!

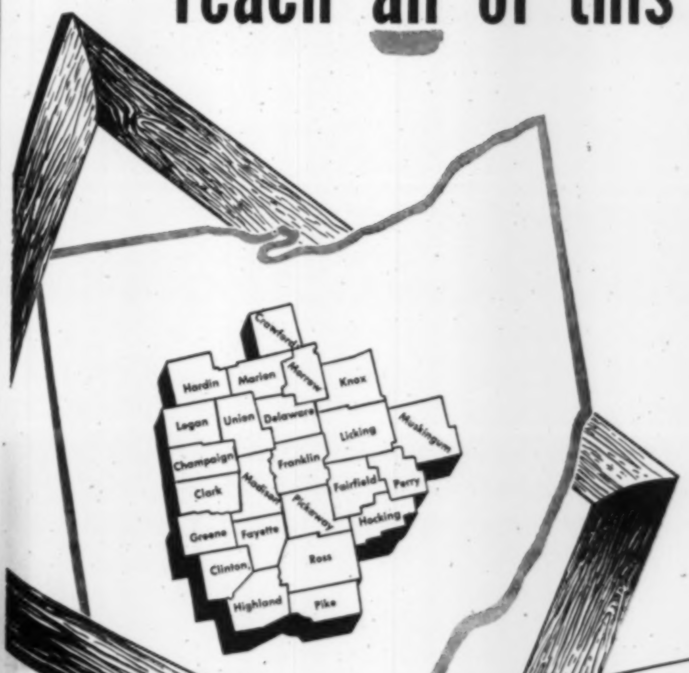
Your sales message on Channel 10 will have a full impact on this rich and responsive market. WBNS-TV reception is good in every one of these 24 central Ohio counties — as shown by mail counts and verified in "The WBNS-TV Coverage Story."

But that's only half the story. Pulse ratings show you the popularity of WBNS-TV programs and stars — daytime and evening — local and CBS. Top production achievements and excellent film facilities guarantee the best all-around programming results. You are sure of a ready-made, enthusiastic audience in a profitable TV market area covering 24 counties when you schedule WBNS-TV.

Phone Blair TV or write direct
for your copy of "The WBNS-TV Coverage Story"

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV Network — Affiliated with Columbus Dispatch
and WBNS-AM. Sales Office: 33 North High Street



Columbus—(Continued)

WLWC

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 3165 Olentangy River Rd. **ZONE:** 2 **PHONE:** Jefferson 5441

FM AFFILIATE: WLWF

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.

BEGAN OPERATION: April 3, 1949

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 3165 Olentangy River Rd.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 15.2 kw Aural, 8.1 kw

MAKE OF ANTENNA: RCA **TYPE:** TF3B, 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 455 ft. Above Ground, 578 ft.

STUDIO ADDRESS: 3165 Olentangy River Rd. **HOURS OF OPERATION:** 6:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film.

NEWS SERVICE: UP, INS

STUDIO FACILITIES: Three studios (40x60; 33x24 and 29x18 ft.). Two studio cameras. Two remote cameras. Two 16mm film projectors. One automatic slide projector. One film camera. One film strip projector. One slide projector (2x2 in.).

EXECUTIVES:

James D. Shouse, Chairman of Board
R. E. Dunville, President
Dwight Martin, Vice President
Harry Mason Smith, Vice President for Sales
John T. Murphy, Vice President, Television Operations
James Leonard, General Manager
George Henderson, Sales Manager
Roy Wilson, Program Director
Charles Sloan, Chief Engineer
Juanita Wilcox, Promotion Director

RATE INFORMATION: Class A hour rate—$625. Minute spot—$100. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10% also begin with 30 minutes weekly up to three hours weekly at 12½%. (From Rate Card, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

Columbus—(Continued)

WTVN

LICENSEE: Picture Waves Inc.

ADDRESS: 3710 LeVeque Lincoln Tower **ZONE:** 15 **PHONE:** Fletcher 1529

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Edward Lamb. Mr. Lamb owns WICU (TV) Erie, Pa.; WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio: WHOO-AM-FM Orlando, Fla. Mr. Lamb also is publisher of Erie Dispatch.

BEGAN OPERATION: September 30, 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 3700 LeVeque-Lincoln Tower

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19.7 kw Aural, 10 kw

MAKE OF ANTENNA: RCA **TYPE:** Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 545 ft. Above Ground, 627 ft.

STUDIO ADDRESS: 50 W. Broad St. **HOURS OF OPERATION:** 10 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios (26x30 and 28x24 ft.). One RCA camera. One DuMont camera. Two slide projectors. One strip projector. Two RCA film projectors. One Balopticon.

EXECUTIVES:

Edward Lamb, President
Frank C. Oswald, Administrative Assistant to the President
John Rossiter, General Manager
Roger LaReau, Commercial Manager
William Wagner, Production Manager
Joe Gill, Chief Engineer
Russell Dickendasher, Film Buyer
Ruth Russell, Promotion Director
Bill Brown, Sports Director
Jack Dale, Merchandising Director

RATE INFORMATION: Class A hour rate—$675. Minute spot—$110. Rehearsal time—$100 per hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 5A, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Sheubruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis.

XUM

Drumming up sales
for WTVN advertisers
in Central Ohio

5 *Reasons*

WHY WISE BUYERS CHOOSE WTVN

1. Because of programming the desires of the audience:
—WTVN SELLS!
2. Because of unique and clever promotion:
—WTVN SELLS!
3. Because of superior merchandising:
—WTVN SELLS!
4. Because of technically perfect production:
—WTVN SELLS!
5. Because it has the newest, most modern TELEVISION CENTER in the country:
—WTVN SELLS!

Affiliated with ABC and DuMont

WTVN
Channel 6 . . . COLUMBUS, OHIO

Closely associated with Television Station WICU, Erie, Pa; Radio Stations WTOD, Toledo, Ohio, and WHOO, Orlando, Fla.; and The Erie Dispatch, Erie, Pa.

Represented by Headley-Reed Company

TV Stations in the U. S.

Dayton—

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp.

ADDRESS: 45 S. Ludlow St. **ZONE:** 2 **PHONE:** Adams 2261

AM AFFILIATE: WHIO **FM AFFILIATE:** WHIO-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Atlanta Journal and Constitution. James M. Cox, ex-Governor of Ohio, is principal stockholder. Same interests own WSB-AM-FM-TV Atlanta; WIOD-AM-FM Miami, Fla.; also publish Dayton Daily News and Journal Herald; Springfield News and Sun, Miami News.

BEGAN OPERATION: February 1949

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 1414 Wilmington Ave.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 13 kw

MAKE OF ANTENNA: RCA **TYPE:** TF6A

ANTENNA HEIGHT: Above Average Terrain, 570 ft. Above Ground, 517 ft.

STUDIO ADDRESS: 1414 Wilmington Ave. **HOURS OF OPERATION:** 8 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** AP, INS

LIBRARY SERVICE: Standard

STUDIO FACILITIES: One studio (30x50 ft.), equipped with two orthicon cameras. Two 16mm film projectors. Two 35mm slide projectors (2x2 in.). One Multiscope. Mobile unit with two image orthicon cameras.

EXECUTIVES:

James M. Cox Jr., President
J. Leonard Reinsch, Managing Director
Robert H. Moody, General Manager
Harvey R. Young Jr., Commercial Manager
Don R. Lyons, Program Director & Film Buyer
Ernest L. Adams, Chief Engineer

RATE INFORMATION: Class A hour rate—$750 (film only). Minute spot—$15. Participation per spot—$50. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: McIntosh & Inglis

Dayton—(Continued)

WLWD

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 4595 S. Dixie Highway **ZONE:** 9 **PHONE:** Walnut 2101

FM AFFILIATE: WLWB

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.

BEGAN OPERATION: March 1949

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Frytown & W. Carrolton Roads

MAKE OF TRANSMITTER: Crosley **MODEL NO:** EDS-52A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-5A, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground, 359 ft.

STUDIO ADDRESS: 4595 S. Dixie Hwy. **HOURS OF OPERATION:** 6:45 a.m.-1:30 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK-10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescope.

NEWS SERVICES: UP

STUDIO FACILITIES: One studio (55x80 ft.). Two RCA cameras. Two movie projectors and two slide projectors multiplexed into one RCA iconoscope. One Balopticon.

EXECUTIVES:

James D. Shouse, Chairman of Board
R. E. Dunville, President
Dwight Martin, Vice President
Harry Mason Smith, Vice President for Sales
John T. Murphy, Vice President, Television Operations
H. P. Lasker, General Manager
W. J. Williamson, Commercial Manager
Dorothy A. Sanders, Promotion Manager
Neal Van Ells, Program Director
Ray E. Brosseau, Programming Sales Coordinator
L. G. Sturgill, Chief Engineer

RATE INFORMATION: Class A hour rate—$625. Minute spot—$100. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10%; also begin at 30 minutes with 5% up to three hours weekly at 12½%. (From Rate Card, July 1, 1951)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

WHIO-TV
4
Telecaster

Eyes and Ears of a GOOD CITIZEN

WHIO-TV
4
Telecaster

Eyes and Ears of a LIVE SALESMAN

Ask National Representative George P. Hollingbery Co. for Data, Details and Availabilities

CHANNEL 13
whio-tv
-AM
-FM
DAYTON, OHIO

TV Stations in the U. S.

Toledo—

WSPD-TV

LICENSEE: Fort Industry Co.

ADDRESS: 136 Huron St. PHONE: Adams 3175

AM AFFILIATE: WSPD FM AFFILIATE: WSPD-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Licensee owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, KEYL (TV) San Antonio, WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati; WGBS-AM-FM Miami. Mr. Storer is publisher of Miami Beach Florida Sun.

BEGAN OPERATION: August 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 125 S. Superior St.

EFFECTIVE RADIATED POWERS: Visual, 27.4 kw Aural, 13.7 kw

ANTENNA HEIGHT: Above Average Terrain, 524 ft. Above Ground, 555 ft.

STUDIO ADDRESS: 136 Huron St. HOURS OF OPERATION: 11 a. m.-Midnight

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICES: UP, INS

STUDIO FACILITIES: One studio. Two cameras. Two slide and two film projectors.

EXECUTIVES

George B. Storer, President
Lee B. Wailes, Executive Vice President
Allen L. Haid, Vice President, General Manager & Commercial Manager
Wes. F. Shannon, Sales Manager
Robert Evans, Program Director & Sports Director
Richard H. Gourley, Promotion Manager
Laura Jeffries, Traffic Manager
Elaine Phillips, Film Buyer
James Uebelhart, News Director
Lee Knight, Womens Director
William Stringfellow, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$120. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No 7, Jan. 1, 1952.)

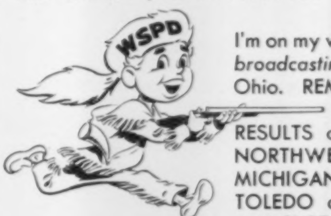
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

WSPD
Hi...I'm Speedy
THE PIONEER

*SYMBOL OF THE BEST IN BROADCASTING IN NORTHWESTERN OHIO

PIONEER IN OHIO RADIO... I'm the symbol of WSPD because WSPD is OHIO'S PIONEER STATION. And, this powerful first station in Ohio has been the *1st* Station in Northwestern Ohio for THIRTY ONE Consecutive Years. Hooper, Nielsen, *every rating service* Proves WSPD is the top dialing habit of 300,000 radio families. When you BUY RADIO in Northwestern Ohio BUY "SPEEDY", WSPD, Ohio's Pioneer Voice of Radio for 31 years.

PIONEER IN NORTHWESTERN OHIO TV
WSPD-TV pioneered the television industry in Northwestern Ohio and our 85% share of audience is significant of a job well done. We have carried all networks and have programmed to suit the majority of over 150,000 TV sets in our area, *insuring sponsors* of *Point of Impact* for every sales message. It's "Firstest with The Mostest" in Northwestern Ohio TV with "SPEEDY", the TV PIONEER.



I'm on my way to round up more facts for *broadcasting buyers* in Northwestern Ohio. REMEMBER . . . when you see "SPEEDY" it means SPEEDY RESULTS on RADIO or TELEVISION in NORTHWESTERN OHIO & SOUTHERN MICHIGAN. CALL YOUR KATZ MAN or TOLEDO and ask about "SPEEDY" . . . and SURE SALES.

WSPD TV AM-TV

Represented Nationally by KATZ

TELEVISION STATIONS IN THE UNITED STATES

Oklahoma

Oklahoma City—

WKY-TV

LICENSEE: WKY Radiophone Co.

ADDRESS: 1300 E. Britton Rd. PHONE: Britton 2161

AM AFFILIATE: WKY

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman and Times and Farmer-Stockman. E. K. Gaylord is president of Oklahoma Publishing Co.

BEGAN OPERATION: June 6, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1300 E. Britton Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 8.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 935 ft. Above Ground, 968 ft.

STUDIO ADDRESS: 1300 E. Britton Rd. HOURS OF OPERATION: 9:30 a. m.-11:30 p.m.

MAKE OF CAMERA CHAINS: RCA

NEWS SERVICE: UP

LIBRARY SERVICE: Associated, Standard

STUDIO FACILITIES: Two studios (35x57 ft.). Six RCA cameras. Four RCA 16mm film projectors. Two film cameras. Four slide projectors (2x2 in). Mobile unit with three field cameras.

EXECUTIVES:

E. K. Gaylord, President and General Manager
P. A. Sugg, Vice President and Station Manager
Robert Olson, Program Director
Robert Swysgood, Assistant Program Manager
Robert Doty, Program Supervisor
Keith Mathers, Film Buyer
H. J. Lovell, Chief Engineer
Robert Hayward, Assistant Chief Engineer

RATE INFORMATION: Class A hour rate—$650 (live), $500 (film). Minute spot—$150 (live), $100 (film). Frequency discounts—Begins with 26 times at 5% up to 260 times at 25% (From Rate Card No. 4, July 1, 1951).

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: A. D. Ring & Co.

Tulsa—

KOTV

LICENSEE: Cameron Television Inc.

ADDRESS: 302 S. Frankfort PHONE: 2-9233

TV NETWORK AFFILIATION: ABC, CBS, NBC (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Cameron is principal stockholder.

BEGAN OPERATION: November 30, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: National Bank of Tulsa Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw Aural, 8.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-3, 3-section turnstile

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground, 452 ft.

STUDIO ADDRESS: 302 S. Frankfort HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30-A

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP, Acme

LIBRARY SERVICE: World

STUDIO FACILITIES: One studio (50x125 ft.). Two cameras, Rear screen studio slide projector. Two RCA 16mm film projectors. Two RCA film cameras. Two Selectroslide projectors. Balopticon (3½x4¼ in.). Remote unit with two RCA image orthicon cameras. One Auricon film camera. One Bolex film camera.

EXECUTIVES:

George Cameron, President
Helen Alvarez, General Manager
John Hill, Commercial Manager
G. Don Thompson, Program Director
George Jacobs, Chief Engineer
Bill Dicks, Film Buyer
Robert Freeland, Publicity Director

RATE INFORMATION: Class A hour rate—$500. Minute spot—$100. Frequency discount—Begins with 52 times at 5% up to 312 times at 15%. (From Rate Card No. 5, Dec. 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George C. Davis

WKY
OKLAHOMA'S
1ST RADIO STATION

SERVING OKLAHOMA
FOR 31 YEARS

WKY-TV
OKLAHOMA'S
1ST TELEVISION STATION

MORE LISTENERS DAY AND NIGHT THAN ANY OTHER OKLAHOMA CITY RADIO STATION

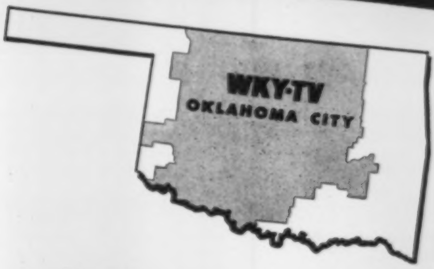
336,280*
daytime families

142,190*
more families than the next closest station

292,120*
nighttime families

113,940*
more families than the next closest station

*Figures from latest BMB Audience Report



PROVED REGULAR VIEWING RESPONSE FROM OVER HALF OF OKLAHOMA

Program schedules published by newspapers as far distant as Wichita, Kansas, 165 airline miles from Oklahoma City.

WKY AM 930 KC — NBC
TV CHANNEL 4
968 FT. TOWER
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

Represented by
THE KATZ AGENCY, INC.

TV Stations in the U. S.

Pennsylvania

Erie—

WICU

LICENSEE: Dispatch Inc.

ADDRESS: 3515 State St. **PHONE:** 4-6371

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Erie Dispatch, owned by Edward Lamb. Mr. Lamb owns WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio, WICU (TV) Erie, Pa., and WHOO-AM-FM Orlando, Fla.

BEGAN OPERATION: March 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: 35th & State St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 3.4 kw Aural, 1.75 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 115 ft. Above Ground, 309 ft.

STUDIO ADDRESS: 3515 State St. **HOURS OF OPERATION:** 6:45 a.m.-12:15 a.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Snader **NEWS SERVICE:** AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Three studios (30x40x19½, 15x16x16 and 31x36x19½ ft.). Two DuMont studio cameras. Two 16mm film projectors. Two 35mm slide projectors. One Balopticon.

EXECUTIVES:

Edward Lamb, President
Frank C. Oswald, Administrative Assistant to the President
Herbert S. Stewart, General Manager
Charles Stone, Assistant Commercial Manager
Don Leik, Program Director
Michael Csop, Chief Engineer
John Cook, Film Editor
Kenneth Weiderholt, Merchandise Manager

RATE INFORMATION: Class A hour rate—$500. Minute spot—$90. Participations—$55 per spot. Frequency discounts—Begin with 13 times 2½% up to 104 times at 25%. (From Rate Card No. 7, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

Did you realize—

SHE BUYS MORE GROCERIES

than any other gal in Pennsylvania?

In Erie, Pennsylvania's 3rd largest city, housewives spend more money in food stores than do the women in any other city in the state!

Retail food sales per family amounting to $1,121 are 54% above the national average . . . 35% above the state average . . . 18% above the other 6 largest cities in Pennsylvania.

Food sales: City of Erie—$42,261,000; Erie Metropolitan County—$56,744,000. (Source: Sales Management Survey of Buying Power, 1951.)

WICU covers an outstandingly great and responsive market for food products.

* * *

TOPS IN PUBLIC SERVICE AND LOCAL PROGRAMMING, ERIE HAS THE HIGHEST TV SET CIRCULATION PER CAPITA OF ANY CITY IN THE U. S. A.

THE ERIE DISPATCH—WICU TELEVISION STATION COMBINATION PRODUCES REAL SALES RESULTS FOR ADVERTISERS!

* * *

The WICU Market: WICU's primary coverage area of 55 miles includes 9 counties Pennsylvania, New York and Ohio. Television sets within the area—in excess of 80,000. WICU area sales data:

Population	*706,400*	*Gen. Mdse Sales*	*$ 76,522,000*
Effective Buying Income	*$920,280,000*	*Furn-HH-Radio*	*$ 36,676,000*
Total Retail Sales	*$699,628,000*	*Automotive*	*$152,818,000*
		Drug Store Sales	*$ 13,030,000*
Food Store Sales	*$168,969,000*		

Closely associated with The Erie Dispatch, Erie, Pa.; Television Station WTVN, Columbus, Ohio; Radio Stations WTOD, Toledo, Ohio and WHOO, Orlando, Fla.

WICU
ERIE, PA.

The Erie Dispatch Television Station
Affiliations: NBC, ABC, CBS, DuMont

REPRESENTED BY HEADLEY-REED

Johnstown—

WJAC-TV

LICENSEE: WJAC Inc.

ADDRESS: 329 Main St. **PHONE:** 91-965

AM AFFILIATE: WJAC **FM AFFILIATE:** WJAC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Johnstown Tribune Publishing Co. publisher of Johnstown Tribune.

BEGAN OPERATION: September 15, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Laurel Hill Mt.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 9.3 kw Aural, 4.7 kw

MAKE OF ANTENNA: RCA **TYPE:** 2-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 1,120 ft. Above Ground, 162 ft.

HOURS OF OPERATION: 11:30 a. m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two 16mm film projectors. One slide projector (2x2 in.).

EXECUTIVES:

- Walter W. Krebs, President
- Alvin D. Schrott, General Manager
- J. W. McGough, Commercial Manager
- Frank P. Cummins, Program Director
- Nevin L. Straub, Director of Technical Operations
- Theodore Campbell, Chief Engineer

RATE INFORMATION: Class A hour rate—$450 (film only). Minute spot—$80. Frequency discount—Begins with 13 times at 5% up to 156 times at 25%. (From Rate Card No. 5, Oct. 1, 1951.)

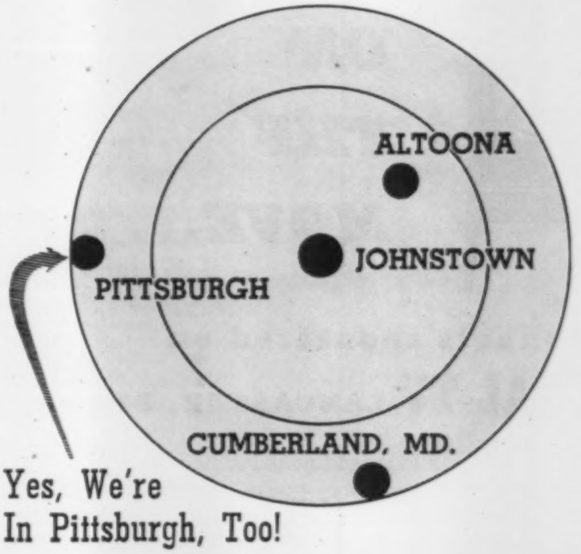
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson **CONSULTING ENGINEER:** James C. McNary

JOHNSTOWN

A Key Market In Western and Central Pennsylvania

PRIMARY RECEPTION In Over 132,000 HOMES*

And A Secondary Station In Many Thousands More!



Yes, We're In Pittsburgh, Too!

Johnstown is one of the fastest growing markets in the United States. You'll never get finer TV coverage at such a low cost. Write for information or talk to your Katz man today.

*Figures as of Jan. 1, 1952

WJAC-TV

Western Pennsylvania's Only Basic NBC Station

The Johnstown Tribune Television Station

products sponsored on

WGAL-TV LANCASTER, PENNA.*

Advertisers, both local and national, find their products moving—rapidly, profitably—when WGAL-TV does the selling. It's the overwhelming station favorite in the large, prosperous mid-Pennsylvania area it covers. This popularity is readily understandable because WGAL-TV is the only television station located in this buying market which includes Lancaster, York, Harrisburg, Lebanon and Reading.* It carries top shows from four networks. And, its many local telecasts are carefully planned to meet the needs and interests of the communities it serves. Let WGAL-TV move your product in its wide, prosperous market area.

*Rating of these 5 Pennsylvania Markets—1951 Sales Management Survey of Buying Power. Harrisburg rates SUPERIOR in 7—and, Lancaster, York, Lebanon and Reading all rate SUPERIOR in 8 out of the 9 possible sales and income categories.

WGAL AM TV FM

Represented by Clair R. McCollough, President

ROBERT MEEKER ASSOCIATES

CHICAGO • SAN FRANCISCO • NEW YORK • LOS ANGELES

Lancaster—

WGAL-TV

LICENSEE: WGAL Inc.

ADDRESS: 24 Queen St. **PHONE:** 5246

AM AFFILIATE: WGAL **FM AFFILIATE:** WGAL-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, WORK York, WRAW Reading, WEST Easton, and WGAL-AM-FM-TV Lancaster, all Pa.

BEGAN OPERATION: June 1, 1949

NATIONAL REPRESENTATIVE: Robert Meeker Assoc. Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 8 W. King St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 1 kw Aural, 1 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 260 ft. Above Ground, 682 ft.

STUDIO ADDRESS: 24 S. Queen St. **HOURS OF OPERATION:** 6:45 a.m. to 1 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP

EXECUTIVES:

Clair R. McCollough, President
Harold E. Miller, Station Manager & Film Buyer
J. Robert Gulick, National Sales Manager
J. E. Mathiot, Chief Engineer

RATE INFORMATION: Class A hour rate-$650 (film only). Minute spot—$135 (live), $125 (film). Rehearsals—$25 per half-hour. Frequency discounts—Begin with 26 times at 5% up to 312 times at 22½%. (From Rate Card No. 6, March 1, 1952.)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

XUM

an eye and an ear for freedom

Today radio and television, together with the press, maintain a deep-grained awareness that they are America's larger citizens with louder voices and greater reaches. Theirs is the greater responsibility to keep America truthfully and fully informed.

Back in 1931 BROADCASTING's first editorial concluded: "To the American system of free, competitive and self-sustaining radio enterprise, this publication is dedicated."

Through twenty years as town crier, BROADCASTING-TELECASTING has challenged every inroad into radio's free charter on the premise that without free radio there could be no truly free America. The story of American radio is the story of democracy in action. The story of BROADCASTING parallels that of radio.

Today, we need not look for any better words to serve as a statement of principles or an affirmation of purpose for the years ahead. Simply, we will steadfastly espouse radio and television by the American Plan. In essence, freedom . . . wired for sight and sound.

BROADCASTING
TELECASTING

National Press Building
Washington 4, D. C.
Sol Taishoff, editor and publisher

Philadelphia—

WCAU-TV

LICENSEE: WCAU Inc.

ADDRESS: 1622 Chestnut St. **ZONE:** 3 **PHONE:** Locust 7-7700

AM AFILIATE: WCAU **FM AFFILIATE:** WCAU-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by the Bulletin Co., publisher of Philadelphia Bulletin.

BEGAN OPERATION: March 10, 1948

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 12 South 12th St.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw. Aural, 14 kw.

MAKE OF ANTENNA: RCA **TYPE:** TF-6B, 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 660 ft. Above Ground, 737 ft.

STUDIO ADDRESS: 1622 Chestnut St. **HOURS OF OPERATION:** 8 a.m.-1:30 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK-30-A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, UP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Four studios. Auditorium (67x49 ft.). Studio "A" (55x34 ft.). Studio "B" (39x34 ft.). Studio "D" (35x20 ft.). Thirteen RCA field cameras. Two 16mm film projectors. Two slide projectors (2x2 in.). Balopticon. Mobile units.

EXECUTIVES:

Donald W. Thornburgh, President & General Manager
Joseph L. Tinney, Assistant General Manager
Charles Vanda, Vice President in Charge of Television
Robert McGredy, Commercial Manager
John G. Leitch, Vice President and Director of Engineering
Thomas Freebairn-Smith, Executive Producer and Film Buyer
John L. McClay, Assistant Director of Television
Richard A. Schlegel, Assistant Operations Manager-Television

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$135-$225 per spot. Rehearsals—$25 per half-hour. Frequency discounts—Begin with 26 times at 5% up to 52 times at 10% (From Rate Card No. 7, Sept. 16, 1951).

WASHINGTON ATTORNEY: Pierson & Ball

Philadelphia—(Continued)

WFIL-TV

LICENSEE: Philadelphia Inquirer Div. of Triangle Publications Inc.

ADDRESS: 46th & Market Sts. **ZONE:** 39 **PHONE:** Evergreen 2-4700

AM AFFILIATE: WFIL **FM AFFILIATE:** WFIL-FM

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Philadelphia Inquirer. Walter H. Annenberg and family principal stockholders. Mr. Annenberg is also the publisher of magazine Seventeen and other publications.

BEGAN OPERATION: September 13, 1947

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Roxborough, Pa.

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27 kw. Aural, 13.5 kw.

MAKE OF ANTENNA: RCA **TYPE:** 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 650 ft. Above Ground, 611 ft.

STUDIO ADDRESS: 46th & Market Sts.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Studio and mobile

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader and Official Films **NEWS SERVICE:** AP, Telenews

STUDIO FACILITIES: Two studios (28x65 and 22x30 ft.). Ten RCA cameras. Two 16mm film chains. One Houston film processor. One Projectall. One GE Balopticon. One Animatic.

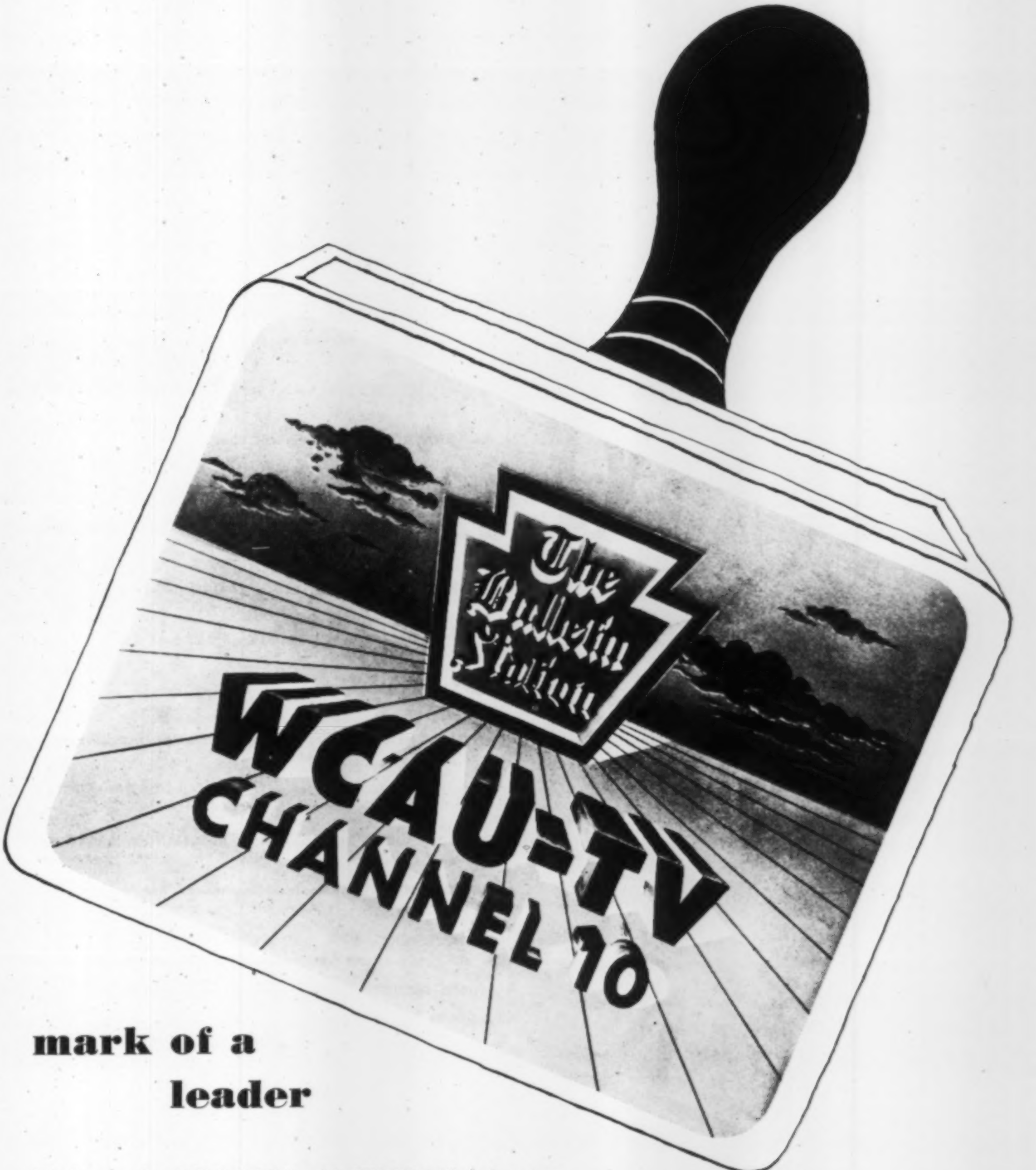
EXECUTIVES:

Roger W. Clipp, General Manager
Donald S. Kellett, Administrative Asst. to General Mgr. in charge of TV
Kenneth W. Stowman, Sales Manager
Jack Steck, Manager of Programs & Production
Roddy Rogers, Executive Producer
Dr. Joe Zimmermann, Production Supervisor
Dr. Roy K. Marshall, Educational Director
Walter Tillman, Film Director
Louis E. Littlejohn, Chief Engineer
Henry Rhea, Asst. Chief Engineer for TV

RATE INFORMATION: Class A hour rate—$1,500. Minute Spot—$300. Rehearsals—$25 per half-hour in excess of 2x1 ratio. Frequency discounts—Begin with 26 times at 5% up to 52 times at 10%. (From Rate Card No. 10, Feb. 15, 1952.)

WASHINGTON ATTORNEY: Lyon, Wilner & Bergson

CONSULTING ENGINEER: Millard Garrison



mark of a leader

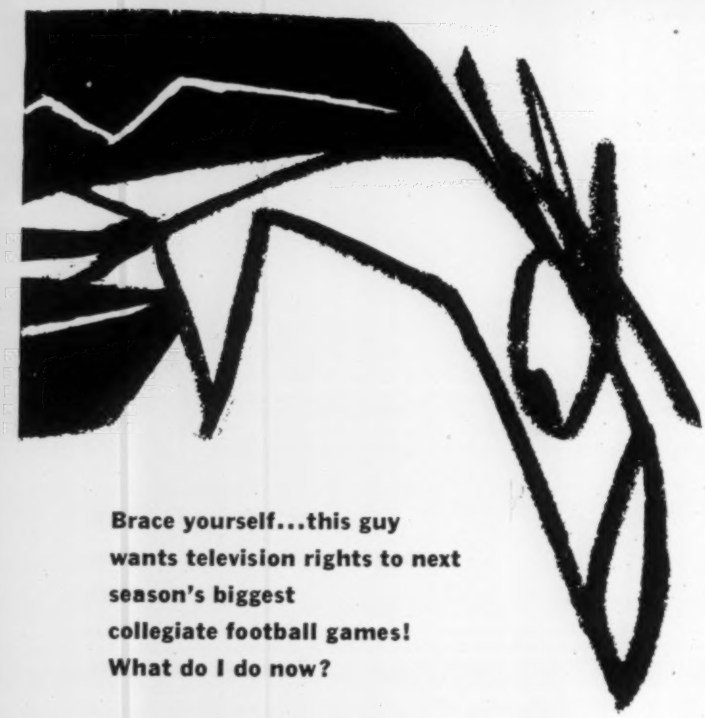
To the people of Philadelphia, this WCAU-TV seal means the best in television entertainment, news and educational programs. To the advertiser, the WCAU-TV seal means prestige, good will and wide circulation for his product's name in the rich Philadelphia market.

The people behind this seal of *showmanship* and *salesmanship* are the same expert craftsmen who originate and produce regular programs for the CBS television network.

This same creative skill is available to you—to all WCAU-TV advertisers. For network quality service at no extra cost, follow the mark of the leader to WCAU-TV.

WCAU-TV

The Philadelphia Bulletin Television Station
CBS Affiliate
Represented by CBS Television Spot Sales



Brace yourself...this guy wants television rights to next season's biggest collegiate football games! What do I do now?

Relax. Impossible as it seems, the man is making sense. He can sponsor the very biggest football games of 1952. Sportsvision will film them all... so call Consolidated and ask them for information on the "All American Game of the Week."

Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

Philadelphia—(Continued)

WPTZ

LICENSEE: Philco Television Broadcasting Corp.

ADDRESS: 1600 Architects Bldg. **ZONE:** 3 **PHONE:** Locust 4-2244

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Philco Corp., radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: September 16, 1941

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Wyndmoor, Pa.

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.2 kw Aural, 8.1 kw

MAKE OF ANTENNA: RCA **TYPE:** 3-Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain, 719 ft. Above Ground, 552 ft.

STUDIO ADDRESS: 1619 Walnut St. **HOURS OF OPERATION:** 7 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image Orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Four studios. One auditorium with 200 seating capacity. Two studios (each 30x50 ft.). One studio (22x28 ft.). Two RCA studio image orthicon cameras. Ten RCA field image orthicon cameras. Two RCA iconoscope film cameras. One Philco flying spot scanner. One Philco composite Balopticon. One Trans Lux rear screen projector. One Anamatic film projector. Two RCA 16mm film projectors. Two Philco composite 35 mm film projectors.

EXECUTIVES:

Ernest B. Loveman, Vice President & General Manager
Rolland V. Tooke, Assistant General Manager
Alexander W. Dannenbaum Jr., Commercial Manager
Preston Stover, Program Operation Manager
Raymond J. Bowley, Chief Engineer
Edward Murray, Film Buyer
John J. Kelly, Promotion & Publicity Manager

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$90-$235 per spot. Rehearsals—$25 per half-hour. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 8, Oct. 1, 1951).

WASHINGTON ATTORNEY: Weaver & Glassie

CONSULTING ENGINEER: George C. Davis

WPTZ

First in Television in Philadelphia

★

NBC SPOT SALES

NATIONAL REPRESENTATIVES

★

1800 ARCHITECTS BUILDING • PHILADELPHIA 3, PENNSYLVANIA

Pittsburgh—

WDTV

LICENSEE: Allen B. DuMont Laboratories Inc.

ADDRESS: Chamber of Commerce Bldg. **PHONE:** Express 1-1071

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: January 11, 1949

NATIONAL REPRESENTATIVE: DuMont Spot Sales (Richard Railton, San Francisco)

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 4104 Grizella St.

MAKE OF TRANSMITTER: DuMont **MODEL NO:** Master Series

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw Aural, 8.3 kw

MAKE OF ANTENNA: RCA **TYPE:** 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 818 ft. Above Ground, 550 ft.

STUDIO ADDRESS: Chamber of Commerce Bldg.

HOURS OF OPERATION: 6:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio (48x56 ft.), with permanent kitchen. Five image orthicon cameras. Two 16mm film projectors. One flying spot scanner (2x2 in.). One Balopticon.

EXECUTIVES:

Dr. Allen B. DuMont, President
Chris J. Witting, Director, DuMont Television Network
Robert L. Coe, Manager, DuMont Network Station Relations Department
Harold C. Lund, General Manager
A. Donovan Faust, Assistant General Manager
Larry Israel, Sales Manager
William A. Krough, Sales Service Manager
Paul P. Palangi, Personnel Manager
Dick Fortune, Public Relations Manager
Jimie Spanos, Sales Promotion & Merchandising
Byron Dowty, Program Manager
Mary McKay, Traffic Manager
Peter Barker, Executive Producer
Dave Murray, News & Special Events
Richard Dreyfuss, Film Manager
Nick Perry, Chief Announcer
William Jewett, Prop Facilities
Joe Bock, Art Manager
Raymond W. Rodgers, Chief Engineer

RATE INFORMATION: Class A hour rate—$800. Minute spot—$125. Rehearsals—$50 per hour (minimum $25). Frequency discount—Begins with 26 times at 5% up to 260 times at 20%. (From Rate Card No. 6, March 15, 1951.)

WASHINGTON ATTORNEY: Roberts & McInnis

WE'RE PROUD OF OUR
SUCCESS
STORIES

Clients' results from advertising over WDTV have been really sensational during the past year. One manufacturer (Spoolie Hair Curlers) was forced to withdraw a test offer after only 11 shows to enable the factory to catch up with the orders for this $1.50 item. Such reports are the rule rather than the exception

ON

WDTV

We're proud, too, that we have been able to bring Pittsburgh District viewers all 15 top television network shows.

We realize our responsibility in this single channel market, one of the nation's outstanding marketing areas, and strive constantly to provide the best in TV entertainment.

There's Lots to See on Channel 3

WDTV
DUMONT TELEVISION STATION

PITTSBURGH'S
PIONEER
TV STATION

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

TV Stations in the U. S.

Rhode Island

Providence—

WJAR-TV

LICENSEE: The Outlet Co.

ADDRESS: 176 Weybosset St. **PHONE:** Gaspee 1-7000

AM AFFILIATE: WJAR **FM AFFILIATE:** WJAR-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a department store.

BEGAN OPERATION: July 10, 1949

NATIONAL REPRESENTATIVE: Weed & Co. (Bertha Bannan, New England)

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Rehoboth, Mass.

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30 kw. Aural, 15 kw.

MAKE OF ANTENNA: RCA **TYPE:** 6-Element Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 615 ft. Above Ground, 720 ft.

STUDIO ADDRESS: 716 Weybosset St. **HOURS OF OPERATION:** 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP, INS, Telenews

LIBRARY SERVICE: SESAC

STUDIO FACILITIES: One studio (30x40 ft.). Two RCA studio cameras. 16mm film projectors. One 35mm slide projector. One Multiscope. One mobile unit with two cameras.

EXECUTIVES:

George O. Griffith, Vice President & Treasurer
John J. Boyle, General Manager
Norman Gittleson, Commercial Manager, Program Director & Film Buyer
Thomas C. J. Prior, Chief Engineer

RATE INFORMATION: Class A hour rate—$750. Minute spot—$115. Rehearsals—$50 per hour, live studio; $25 per half-hour in excess of first hour, film studio. Frequency discounts—Begin with 26 times at 5% up to 208 times at 20%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

For Meritorious Public Service to Your Community!

CHILDREN'S PROGRAMS

You'll delight youngsters . . . get lots of delighted letters from their parents . . . sell goods for local retailers . . . with Encyclopedia Britannica Films for children. Subjects like: Visit with Cowboys . . . Shep—The Farm Dog . . . Pride—The Saddle Horse . . . Visit to the Zoo . . . Day at the Fair . . . Circus Day in Our Town . . . and many more. They are inexpensive . . . pretested . . . effective. Details on request.

APS Television

Maurice B. Mitchell, *General Manager*,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

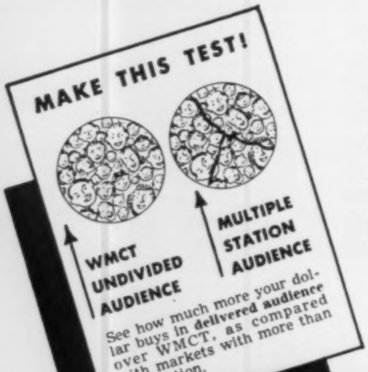
"Amazing, but true—
120,000 divided by one
is still 120,000"*

Says J. Walter Microdope
EMINENT LABORATORY SCIENTIST

We need no scientist to tell us that the 120,000 television homes in the Memphis area represents an **undivided** audience of television viewers and listeners.

For WMCT is the first and only station in this great 2 billion dollar market. When 120,000 homes look and listen to television in this area, you can be **sure** they are looking and listening to WMCT only.

* *According to latest Memphis television distributors' figures, this is the number of television homes in the Memphis and Mid-South area.*


MAKE THIS TEST!
WMCT UNDIVIDED AUDIENCE
MULTIPLE STATION AUDIENCE
See how much more your dollar buys in delivered audience over WMCT, as compared with markets with more than one station.

National Representatives The Branham Company
CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC
Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and DUMONT

WMCT
Memphis ONLY
TV Station
WMC WMCF WMCT

TV Stations in the U. S.

Tennessee

Memphis—

WMCT

LICENSEE: Memphis Publishing Company

ADDRESS: Goodwyn Inst. Bldg. **ZONE:** 1 **PHONE:** 8-7464

AM AFFILIATE: WMC **FM AFFILIATE:** WMCF

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Scripps-Howard Newspapers. Subsidiary Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville. Memphis Publishing Co., Scripps-Howard Newspaper subsidiary, own WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps-Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial-Appeal and Press-Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press.

BEGAN OPERATION: December 11, 1948

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: U.S. Highway 70 & Macon Rd.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 13 kw Aural, 7.12 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3D

ANTENNA HEIGHT: Above Average Terrain, 640 ft. Above Ground, 750 ft.

STUDIO ADDRESS: Goodwyn Inst. Bldg. **HOURS OF OPERATION:** 9 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** 4TK30A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP, NBC Newsreel, Acme Telephoto

LIBRARY SERVICE: Lang-Worth, Thesaurus

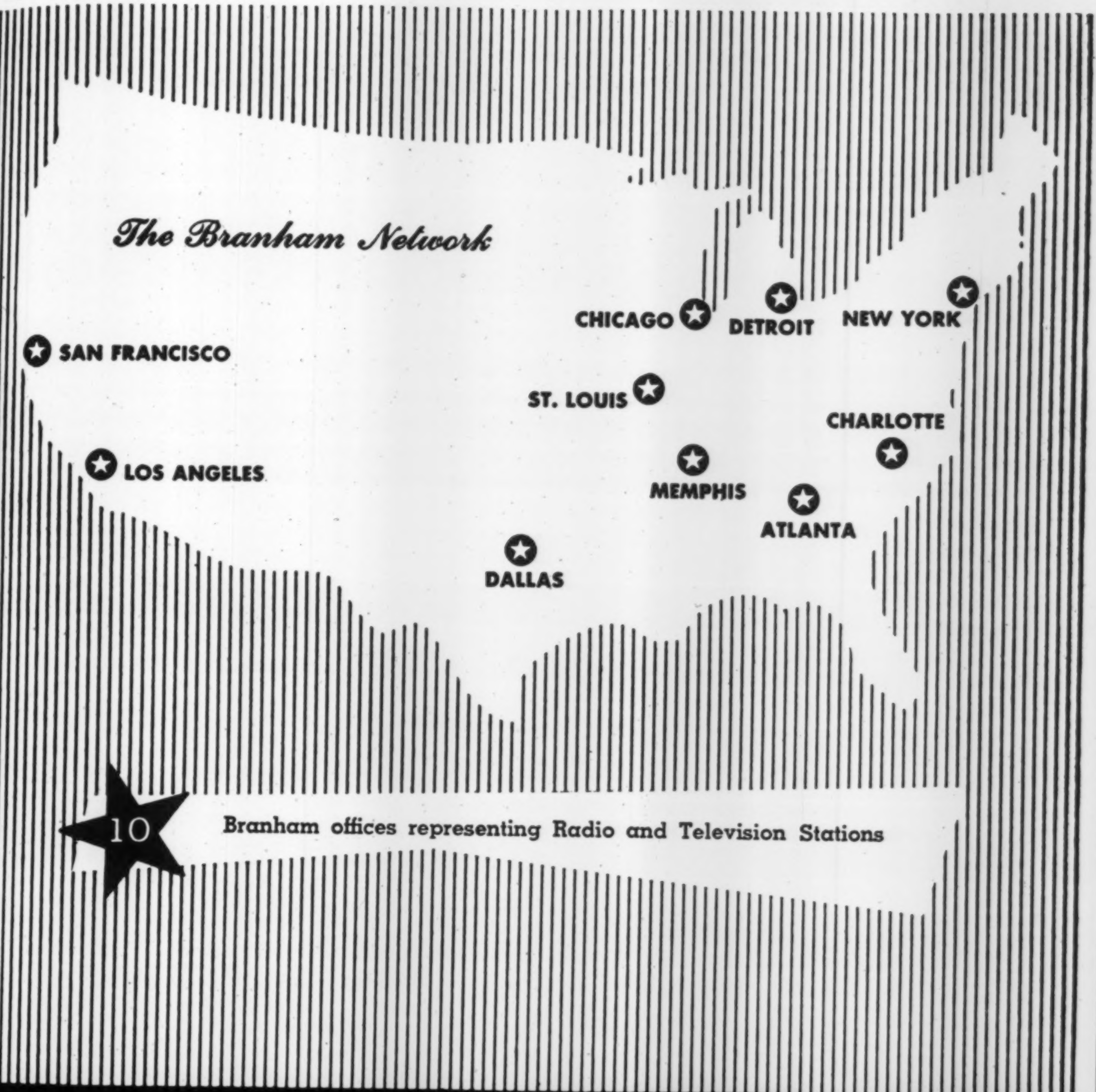
STUDIO FACILITIES: One studio (27x32 ft.). One auditorium (30x35 ft. stage), seating 1,050. Four RCA TK30A cameras. RCA film projectors. Houston processor. Three Bell & Howell 16mm film cameras. One Auricon 16mm camera. One Leica 35mm camera.

EXECUTIVES:
Enoch Brown, President
H. W. Slavick, General Manager
Earl Moreland, Commercial Manager
Wilson Mount, Program Director & Film Buyer
E. C. Frase Jr., Chief Engineer
Walter E. Frase, Publicity & Promotion
Jay Scott, Production Manager

RATE INFORMATION: Class A hour rate—$625. Minute spot—$125. Frequency discounts—Begins with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 8, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal Smith & Hennessey

CONSULTING ENGINEER: George C. Davis



The Branham Network
SAN FRANCISCO
LOS ANGELES
CHICAGO
DETROIT
NEW YORK
ST. LOUIS
CHARLOTTE
MEMPHIS
ATLANTA
DALLAS
10

Branham offices representing Radio and Television Stations

THE BRANHAM COMPANY

SNADER PRODUCTIONS
Proudly presents

WASHINGTON SPOTLIGHT

featuring the internationally famous
news-analyst and columnist,

MARQUIS CHILDS

and a weekly guest panel
made up of America's history-making
personalities. . . .

- Senator Capehart
- Senator Kefauver
- Senator Wiley
- Senator Dirkson
- Congressman Scott
- Congressman Joe McCarthy
- Michael DiSalle
- plus dozens of others

TIMELY . . .

The topics of discussion on WASHINGTON SPOTLIGHT are geared to the headlines. The program features thought-provoking, controversial issues currently in the news.

UP TO THE MINUTE . . .

Each week's show is flown to you direct from the processing laboratories . . . immediately after it has been filmed!

HISTORY-MAKING . . .

The nation's most important public figures make history-making disclosures on every program. WASHINGTON SPOTLIGHT constantly finds itself quoted from by the wire services and news magazines . . . because WASHINGTON SPOTLIGHT scores one news-beat after another!

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

59 E. Van Buren
Chicago, Illinois

735 Spring St., N. W.
Atlanta, Georgia

229 West 42nd Street
New York, New York

1900 Euclid Street
Cleveland, Ohio

TV Stations in the U. S.

Nashville—

WSM-TV

LICENSEE: WSM Inc.

ADDRESS: 301 Seventh Avenue, N. ZONE: 3 PHONE: 6-7181

AM AFFILIATE: WSM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected by privately-owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by National Life & Accident Insurance Co.

BEGAN OPERATION: September 30, 1950

NATIONAL REPRESENTATIVES: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 14th & Compton Ave.

MAKE OF TRANSMITTER: Federal MODEL NO: 17-A

EFFECTIVE RADIATED POWERS: Visual, 23.8 kw. Aural, 11.9 kw

MAKE OF ANTENNA: GE TYPE: 5-Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain 680 ft. Above Ground 575 ft.

STUDIO ADDRESS: 14th & Compton Ave. HOURS OF OPERATION: 1:40 p.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image orthicon

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP, INS, AP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: One studio (40x50 ft). One announce studio. Five image orthicon cameras. One film camera chain. One Projectall.

EXECUTIVES:

John H. DeWitt Jr., President
Irving Waugh, Executive Assistant to President & Commercial Manager
Jack Stapp, Program Director
Aaron Shelton, Chief Engineer
Elmer Cartwright, Film Buyer
Shelton Weaver, Operation Manager

RATE INFORMATION: Class A hour rate—$300 (film only). Minute spot—$50 (film only). Frequency discounts—Begin with 26 times at 5% up to 260 times at 20%. (From Rate Card No. 2, April 1, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

In the chips—
WSM-TV increases sales 30% in one season

In less than six months, with only one program a week on WSM-TV, Lay's Potato Chips showed a 30% sales increase in the Nashville area.

If your sales curve is a bit stubborn about growing in the right direction, maybe what you need is some spade work WSM-TV style.

Irving Waugh or any Petry Man will welcome a chance to show you what a little intensive WSM-TV cultivation has done not only for Lay's but an impressive list of local, regional and national advertisers.

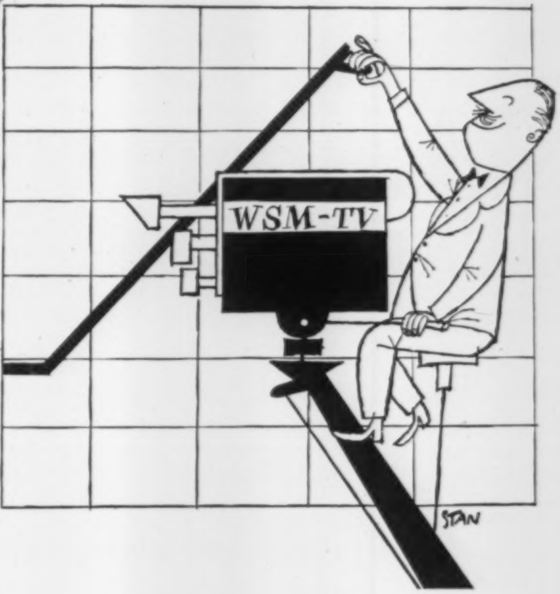
How about reaching for your phone now?

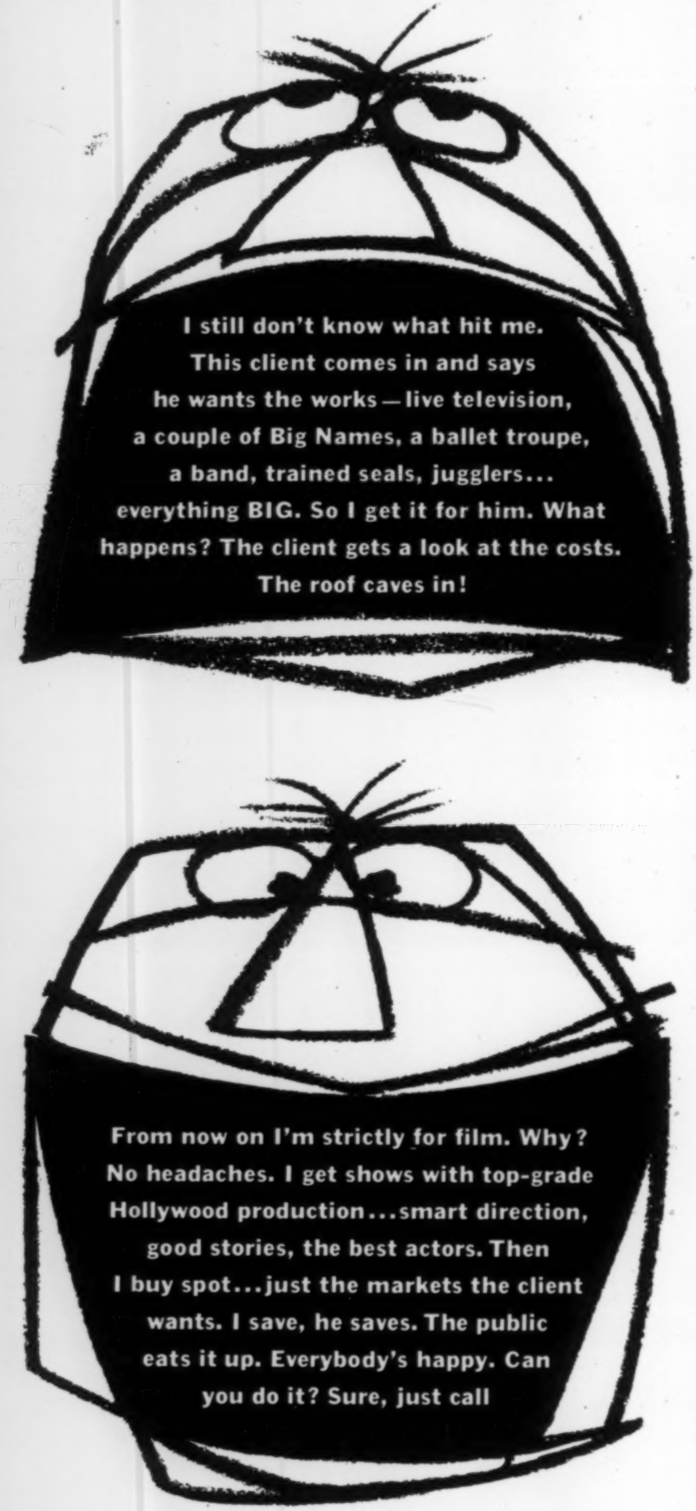
Lay's
Lay's POTATO CHIPS
Lay's
$

Nashville

WSM-TV

Channel 4





I still don't know what hit me. This client comes in and says he wants the works—live television, a couple of Big Names, a ballet troupe, a band, trained seals, jugglers... everything BIG. So I get it for him. What happens? The client gets a look at the costs. The roof caves in!

From now on I'm strictly for film. Why? No headaches. I get shows with top-grade Hollywood production...smart direction, good stories, the best actors. Then I buy spot...just the markets the client wants. I save, he saves. The public eats it up. Everybody's happy. Can you do it? Sure, just call

Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TV Stations in the U. S.

Texas

Brownsville—(Matamoros, Mex.)

XELD-TV

LICENSEE: Romulo O'Farril Sr.

ADDRESS: Matamoros and 1111 S. E. Levee St., Brownsville, Texas

PHONE: Brownsville 2-6953

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Romulo O'Farril Sr. is principal stockholder. Mr. O'Farril owns XEX and XHTV (TV) Mexico City, is also publisher of Mexico City Novedades.

BEGAN OPERATION: September 1951

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Matamoros, Tams.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 2.8 kw Aural, 1.4 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 700 ft.

STUDIO ADDRESS: Matamoros, Tams. **HOURS OF OPERATION:** 2 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: RCA

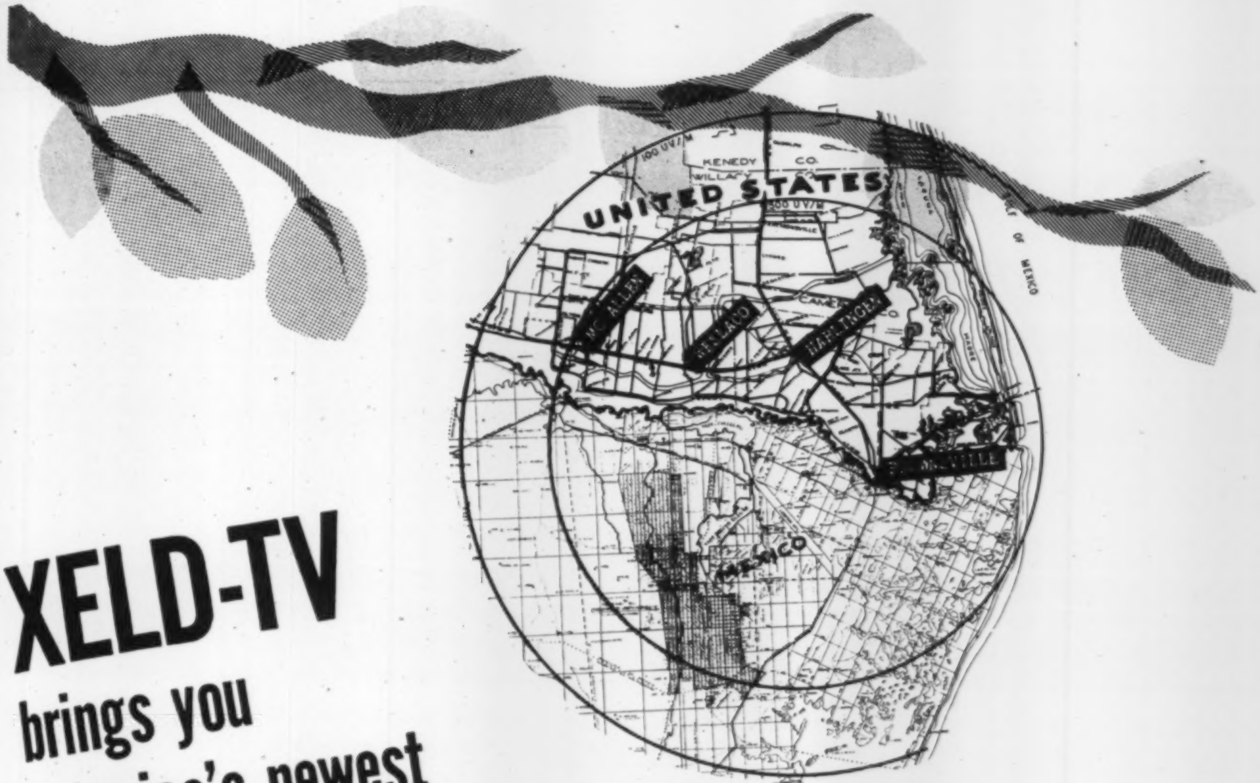
TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICES: INS Telenews

EXECUTIVES:

Romulo O'Farril Sr., President
Monte Kleban, Executive Director
Bert Harris, General Manager
Bert Metcalf, Program Manager
Jack Rathbun, Commercial Manager
Bill Sloat, Chief Engineer
Betty Pitt, Traffic Manager

RATE INFORMATION: Class A hour rate—$250. Minute spot—$35. (From Rate Card No. 1, Sept. 1, 1951.)



XELD-TV

brings you America's newest television market ...the rich Rio Grande Valley

America's newest television station . . . XELD-TV, Brownsville, Texas, and Matamoras, Mexico, has created a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 310,400 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than $217,707,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 11,100 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!

XELD-TV

Brownsville, Texas, and Matamoras, Mexico
CBS Affiliate
Channel 7 2.8 Kilowatts ERP MONTE KLEBAN, General Manager
Sales Office: 1111 S. E. Levee St., Brownsville

Nationally Represented by **BLAIR TV INC.**

NEW YORK • CHICAGO • ST. LOUIS
DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • JACKSONVILLE

KRLD-TV

CHANNEL 4 DALLAS

TEXAS' MOST POWERFUL TELEVISION STATION

VIDEO 27,300 watts — AUDIO 13,600 watts

Exclusive DALLAS - FT. WORTH outlet for CBS TELEVISION PROGRAMS!

Serving the Southwest's largest metropolitan market..

More than a Million Urban Dwellers within the 50 mile radius. More than TWO million population within the 100-mile area.

This is why KRLD-TV is your best buy

JOHN W. RUNYON, *President*
CLYDE W. REMBERT, *General Manager*

The Branham Company
Exclusive Representative

Dallas—

KRLD-TV

LICENSEE: KRLD Radio Corp.

ADDRESS: Herald Square **ZONE:** 1 **PHONE:** Randolph 6811

AM AFFILIATE: KRLD **FM AFFILIATE:** KRLD-FM

TV NETWORK AFFILIATION: CBS (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Times-Herald Printing Co., publisher of Dallas Times-Herald.

BEGAN OPERATION: December 3, 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Herald Square

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-6-C

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw. Aural, 13.6 kw.

MAKE OF ANTENNA: GE **TYPE:** 6-Bay

ANTENNA HEIGHT: Above Average Terrain, 463 ft. Above ground, 568 ft.

STUDIO ADDRESS: Herald Square **HOURS OF OPERATION:** 10 a.m.-11:30 p.m.

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Official **NEWS SERVICE:** AP, UP, INS

STUDIO FACILITIES: Two studios (22x45 ft. each), with two cameras per studio. Two 16mm film projectors. One Balopticon. One Multiscope.

EXECUTIVES:

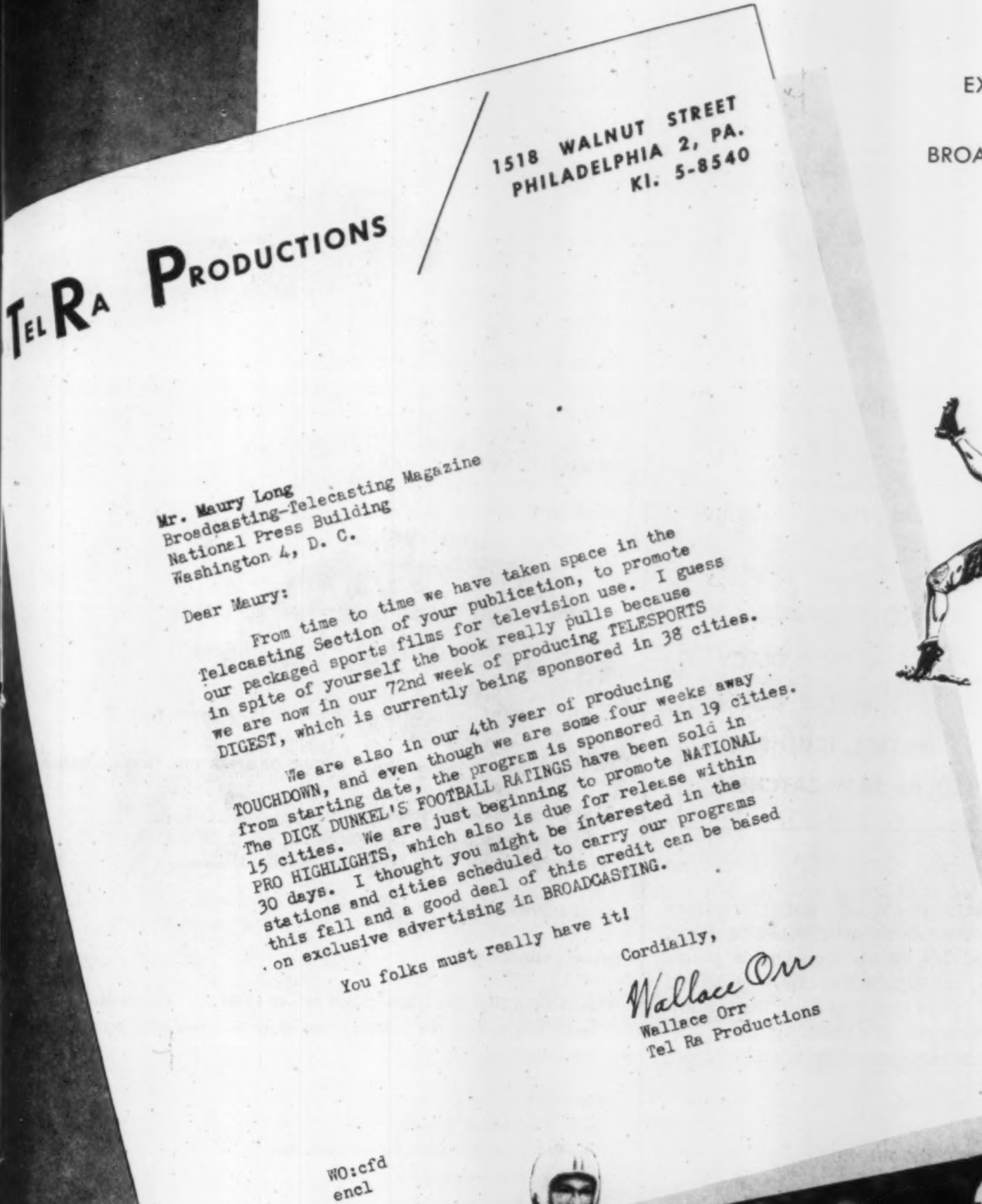
- John W. Runyon, President
- Clyde W. Rembert, General Manager
- J. W. Crocker, Assistant Manager
- W. A. Roberts, Commercial Manager
- Roy George, Program Director & Film Buyer
- Roy Flynn, Chief Engineer

RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Participations—$80 per spot. Rehearsals—$15 per quarter hour in excess of 2x1 ratio for live studio. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 25%. (From Rate Card No. 4, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Hanson, Lovett & Dale

CONSULTING ENGINEER: Craven, Lohnes & Culver

a winner – all-ways



TEL RA PRODUCTIONS

1518 WALNUT STREET
PHILADELPHIA 2, PA.
KI. 5-8540

Mr. Maury Long
Broadcasting-Telecasting Magazine
National Press Building
Washington 4, D. C.

Dear Maury:

From time to time we have taken space in the Telecasting Section of your publication, to promote our packaged sports films for television use. I guess in spite of yourself the book really pulls because we are now in our 72nd week of producing TELESPORTS DIGEST, which is currently being sponsored in 38 cities.

We are also in our 4th year of producing TOUCHDOWN, and even though we are some four weeks away from starting date, the program is sponsored in 19 cities. The DICK DUNKEL'S FOOTBALL RATINGS have been sold in 15 cities. We are just beginning to promote NATIONAL PRO HIGHLIGHTS, which also is due for release within 30 days. I thought you might be interested in the stations and cities scheduled to carry our programs this fall and a good deal of this credit can be based on exclusive advertising in BROADCASTING.

You folks must really have it!

Cordially,

Wallace Orr

Wallace Orr
Tel Ra Productions

WO:cfd
encl

EXCLUSIVE ADVERTISING
IN
BROADCASTING • TELECASTING
always scores!

Send for latest television survey on trade publications

BROADCASTING • TELECASTING
870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

SNADER PRODUCTIONS

presents

DICK TRACY

★ 39 half-hour episodes now available

★ Filmed in Hollywood expressly for TV

★ Complete publicity and promotion campaign available

FEATURING:

RALPH BYRD............as DICK TRACY
LYLE TALBOT.............as THE BRAIN
ANGELA GREENE.....as TESS TRUEHEART
JOE DEVLIN..........as SAM CATCHEM

★ SURE-FIRE entertainment for youngsters from 6 to 96, featuring America's crime-busting hero, DICK TRACY, and his behind-the-scenes police adventures in the war against crime. Here's a show that just can't miss building a big mass audience in every TV market. It's thrilling, dramatic, educational . . . teaches clean living and respect for the law.

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.

Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

59 E. Van Buren
Chicago, Illinois

735 Spring St., N. W.
Atlanta, Georgia

229 West 42nd Street
New York, New York

1900 Euclid Street
Cleveland, Ohio

Dallas—(Continued)

WFAA-TV

LICENSEE: A. H. Belo Corp.

ADDRESS: 1122 Jackson St. **ZONE:** 2 **PHONE:** Riverside 3316

AM AFFILIATE: WFAA

TV NETWORK AFFILIATION: ABC, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Dallas News.

BEGAN OPERATION: September 17, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co. Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 3000 Hines Blvd.

MAKE OF TRANSMITTER: DuMont **MODEL NO:** 8000

EFFECTIVE RADIATED POWERS: Visual, 27.1 kw Aural, 13 kw

MAKE OF ANTENNA: RCA **TYPE:** 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 350 ft. Above Ground, 377 ft.

STUDIO ADDRESS: 3000 Hines Blvd. **HOURS OF OPERATION:** 10:30 a.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network film, kinescopes.

NEWS SERVICE: AP, UP

LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios (35x25 ft. and 35x21 ft.). Five DuMont studio cameras. Two DuMont film cameras. One Gray Telopticon (4x5 in.). Two Holmes 16mm film projectors.

EXECUTIVES:
E. M. (Ted) Dealey, President
Martin B. Campbell, Supervisor of Radio and TV
Ralph W. Nimmons, Manager
Lawrence E. DuPont, Program Director
Wm. C. Ellis, Chief Engineer
Carlos Dodd, Television Technical Supervisor
Howard Anderson, Film Buyer
Mrs. Wyona Portwood, Sales Promotion Director

RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Participations—$80 per spot. Rehearsals—$15 per quarter-hour. Frequency discount—Begins with 13 times at 5% up to 260 times at 25% (From Rate Card No. 5, Oct. 15, 1951).

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

family portrait...

... of the 379,800 families in the big WFAA-TV market area. They're folks you ought to know—and here's why ... effective buying income: $5,020—better than the national figure by 11% ... average expenditures: 19% more on retail goods than the national average ... 103% more on general merchandise ... 25% more on automotive goods ... 28% more on drug items. *This* is the nine county North Texas market of WFAA-TV—an area which includes TWO big metropolitan centers, Dallas and Ft. Worth! It's the biggest market in the biggest state!

WFAA-TV *TELEVISION SERVICE OF THE DALLAS NEWS*

Martin B. Campbell: Supervisor, The News' Radio-TV Stations • Ralph W. Nimmons: Station Manager

Channel 8, 27.1 KW
NBC : ABC : DUMONT
Nationally Represented by Edward Petry & Co.

For Meritorious Public Service to Your Community!

NATIONAL SPOT

Advertisers . . . agencies . . . will want to know all about Encyclopedia Britannica Films for television. These distinguished films have tremendous audience appeal, and they offer opportunities for institutional promotion at the community level that are not available under other circumstances. A great range of subjects is covered. Invite us to tell you the full story.

APS Television

Maurice B. Mitchell, *General Manager*,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

Fort Worth—

WBAP-TV

LICENSEE: Carter Publications Inc.

ADDRESS: 3900 Barnett St. **PHONE:** Lockwood 1981

AM AFFILIATE: WBAP **FM AFFILIATE:** WBAP-FM

TV NETWORK AFFILIATION: ABC, NBC (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Fort Worth Star-Telegram.

BEGAN OPERATION: September 29, 1948

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 3900 Barnett St.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.4 kw Aural, 8.2 kw

MAKE OF ANTENNA: RCA **TYPE:** TF3B, 3-Section Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground, 502 ft.

STUDIO ADDRESS: 3900 Barnett St. **HOURS OF OPERATION:** 10:25 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image orthicons and iconoscopes

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** AP, N. Y. Times, Chicago Tribune

LIBRARY SERVICE: Associated, Boosey & Hawkes, Bosworth

STUDIO FACILITIES: Three studios (45x82x28, 20x33x20 and 15x15x10 ft.). Three RCA studio cameras. Two RCA film cameras. Two RCA 16mm film projectors. One Gray Telopticon. One Gray multiplixer. One Selectaslide projector (2x2 in.). Houston film processor. Bell & Howell printer. One Bell & Howell Filmo 16mm camera. Mobile unit, with three RCA image orthicon cameras.

EXECUTIVES:

Amon G. Carter, Chairman of the Board
Amon G. Carter Jr., President
Harold V. Hough, Director
George Cranston, General Manager
Roy Bacus, Commercial Manager
Robert J. Gould, Program Director
R. C. Stinson, Chief Engineer
Lynn Trammel, Film Buyer
Thaine Engle, Director Publicity-Promotion
Tommy Thompson, Production Chief

RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$80. Participation—$140 per spot. Rehearsals—$12.50 per quarter-hour ($25 minimum), live studio; $10 per quarter-hour ($20 minimum), film studio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 6, Oct. 1, 1951).

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: A. D. Ring & Co.

There's a BIG BONUS in store for you in the Southwest!

The South's Number One Market—the fabulous sixteen-county area surrounding Fort Worth and Dallas—the WBAP-TV market!

500,000 viewers in this wealthy, buy-minded region. One look at Mr. Hooper's* 1951 October analysis of the Fort Worth-Dallas TV audience index shows why WBAP-TV, Channel 5, is first choice with local and national television advertisers:

SHARE OF TELEVISION AUDIENCE

	WBAP-TV	Sta. B	Sta. C
Mon. thru Fri. 12:00 noon-6:00 p. m	50.3	22.3	27.4
Sun. thru Sat. Eve. 6:00 p. m-11:00 p. m.	44.3	36.6	19.0

*Fort Worth-Dallas, Texas, October 1951 Hooper Television Audience Index

And here's your BONUS story--

That gives you a BONUS BUY in this fabulous market!

In addition to the huge Fort Worth-Dallas metropolitan area, WBAP-TV offers the advertiser a BONUS VALUE in the extensive non-metropolitan audience, as revealed in the *1951 Belden survey:

SHARE OF AUDIENCE AVERAGE, DAYTIME AND NIGHTTIME:

	Daytime	Nighttime
WBAP-TV	60%	54%
Sta. B	29	33
Sta. C	11	13

HOW TELEVIEWERS RATE STATIONS ON CLEAREST PICTURE:

WBAP-TV	51%
Sta. B	26
Sta. C	10

HOW TELEVIEWERS RATE STATIONS ON BEST PROGRAMMING

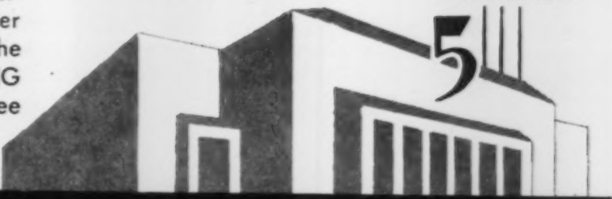
WBAP-TV	38%
Sta. B	26
Sta. C	12

*1951 Joe Belden & Associates Television Audience Survey of the Fort Worth-Dallas Non-metropolitan Area.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922

There is the BIG story of WBAP-TV! Dominance of audience in both the Fort Worth-Dallas city areas AND the out-lying non-metropolitan areas. Clearer pictures, better programming in the FIRST MARKET of the South. For additional details on the BIG story of WBAP-TV, write us direct or see your Free & Peters man.

WBAP AM-FM-TV
570 - 820
Channel



STAR-TELEGRAM STATION • FREE & PETERS INC. *Exclusive National Representatives* • AMON CARTER, *President* GEORGE CRANSTON, *Manager*
FORT WORTH, TEXAS HAROLD HOUGH, *Director* ROY BACUS, *Commercial Mgr.*
affiliated with ABC • NBC

SNADER PRODUCTIONS

presents

THIS IS THE STORY

- ★ 78—brand-new television episodes
- ★ With an all-age . . . all-family . . . all product appeal
- ★ Each quarter-hour program has two complete stories
- ★ For morning, afternoon or night
- ★ **FEATURING ED PRENTISS,** radio and TV's greatest story-teller.

● Everyone loves a good story told by a good story-teller. THIS IS THE STORY brings you the greatest of stories told in the masterful Ed Prentiss manner!

Dramatic tales of history, science, art, stage, screen, sports and business—all subjects highlighting the *true* and unusual facts that have changed the course of history and the fate of mankind.

Each of these stories is *new, refreshing,* and *always timely* . . . told in the dynamic Prentiss style and skillfully illustrated by an ever-changing stream of sketches that literally seem to come to life!

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.

Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

59 E. Van Buren
Chicago, Illinois

735 Spring St., N. W.
Atlanta, Georgia

229 West 42nd Street
New York, New York

1900 Euclid Street
Cleveland, Ohio

TV Stations in the U. S.

Houston—

KPRC-TV

LICENSEE: Houston Post Co.

ADDRESS: Lamar Hotel **ZONE:** 2 **PHONE:** Fairfax 7101

AM AFFILIATE: KPRC **FM AFFILIATE:** KPRC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Houston Post.

BEGAN OPERATION: January 1, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Post Oak Road

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-7A

EFFECTIVE RADIATED POWERS: Visual, 15 kw Aural, 7.5 kw

MAKE OF ANTENNA: GE **TYPE:** TY 16A

ANTENNA HEIGHT: Above Average Terrain, 500 ft. Above Ground, 537 ft.

STUDIO ADDRESS: Post Oak Road **HOURS OF OPERATION:** 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** AP, UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Studio "A," (40x60 ft.), Studio "B," (30x50 ft.). Four GE cameras. Two GE film projectors. One Balopticon. One slide projector.

EXECUTIVES:

W. P. Hobby, President
Jack Harris, Vice President & General Manager
Jack McGrew, Commercial Manager
Bert Mitchell, Program Director
Paul Huhndorff, Chief Engineer
Marthalu Brooks, Film Buyer
Marsh Callaway, Promotion Director
Pat Flaherty, News Director

RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$100 (film only). Rehearsals—$50 per half-hour. Frequency discounts—Begin with 26 times at 2½% up to 260 times at 15%. (From Rate Card No. 4, July 1, 1951.)

WASHINGTON ATTORNEY: Frank W. Wozencraft

CONSULTING ENGINEER: McIntosh & Inglis

HOUSTON_

the fastest growing market in the Great Southwest

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .

The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

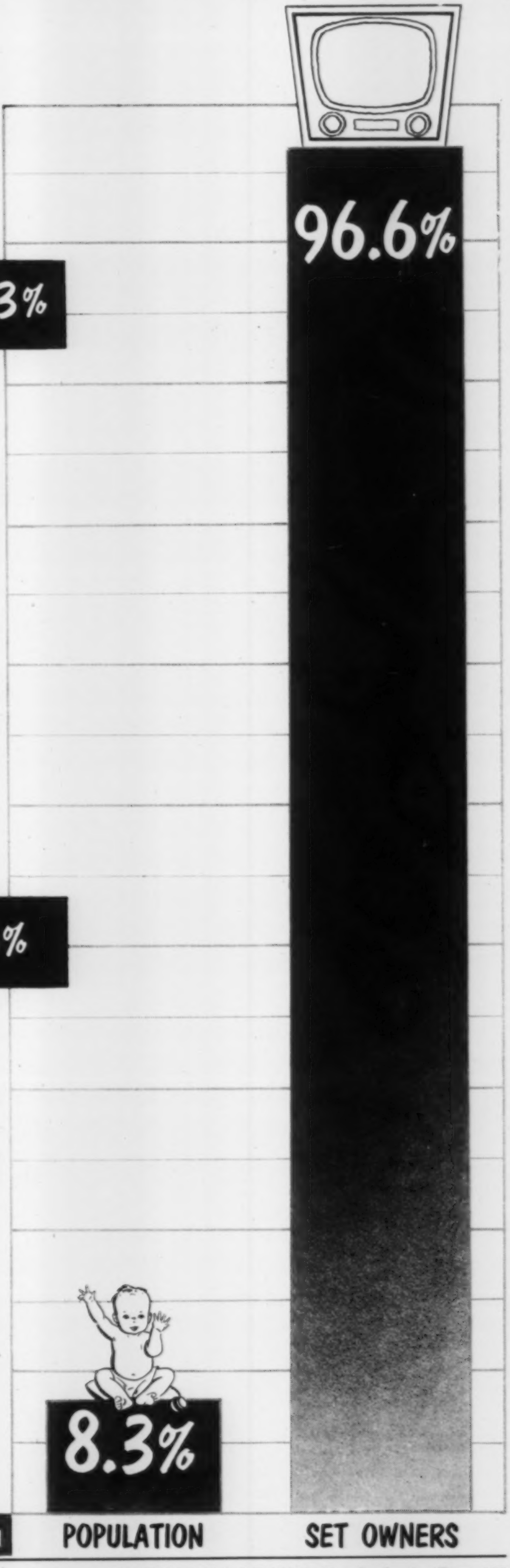
KPRC-TV_

the fastest growing television station in the Great Southwest

INCREASED TV SET OWNERS 96.6%

IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities — NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!



KPRC-TV

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST in Radio and Television **CHANNEL 2 • HOUSTON**

San Antonio—

KEYL

LICENSEE: San Antonio Television Co.

ADDRESS: Transit Tower Bldg. **PHONE:** Garfield 8151

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Fort Industry Co., which owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, KEYL (TV) San Antonio, WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati, WGBS-AM-FM Miami. George B. Storer is principal stockholder. Mr. Storer is publisher of Miami Beach Florida Sun.

BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Transit Tower

MAKE OF TRANSMITTER: DuMont **MODEL NO:** 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 17.9 kw Aural, 9 kw

MAKE OF ANTENNA: RCA **TYPE:** TF 3C

ANTENNA HEIGHT: Above Average Terrain, 440 ft. Above Ground, 497 ft.

STUDIO ADDRESS: Transit Tower Bldg. **HOURS OF OPERATION:** 3 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios (35x40 ft. and 15x35 ft.). Three image orthicon chains. Two iconoscope chains. Two Holmes 16mm film projectors. Two slide projectors (2x2 in.). Mobile unit. Film processing facilities.

EXECUTIVES:

George B. Storer, President
Lee B. Wailes, Executive Vice President
George B. Storer Jr., Managing Director
W. E. Kelley, Commercial Manager
Harriette C. Robb, Director of Women's Programs

RATE INFORMATION: Class A hour rate—$400 (film only). Minute spot—$80 (film only). Rehearsals—$150 per hour in excess of 2x1 ratio. Frequency discount—Begins with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 4A, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CBS-TV
ABC-TV
DUMONT
San Antonio
25th
AMERICA'S FASTEST GROWING MAJOR CITY
(1950 CENSUS OVER 1940)
the KATZ AGENCY
A FORT INDUSTRY STATION
KEYL
CHANNEL 5
SAN ANTONIO, TEXAS

San Antonio—(Continued)

WOAI-TV

LICENSEE: Southland Industries Inc.

ADDRESS: P. O. Box 2641 **ZONE:** 6 **PHONE:** Garfield 4-221

AM AFFILIATE: WOAI

TV NETWORK AFFILIATION: NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hugh A. L. Halff, as executor of the estate of the late G. A. O. Halff, is principal stockholder.

BEGAN OPERATION: December 11, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1031 Navarro St.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 21.6 kw Aural, 10.8 kw

MAKE OF ANTENNA: RCA **TYPE:** TF5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 480 ft. Above Ground, 572 ft.

STUDIO ADDRESS: 1031 Navarro St.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image Orthicon

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICE: AP, INS

LIBRARY SERVICE: Capitol, Standard

STUDIO FACILITIES: Two studios (48x47 ft. and 22x24 ft.). Five RCA TK30 cameras. Two iconoscope cameras. Two Holmes 16mm film projectors. One Projectall (3x4). One slide projector (2x2 in.).

EXECUTIVES:

Hugh A. L. Halff, President
Arden X. Pangborn, General Manager
Jerry Lee, Commercial Manager
Perry Dickey, Program Manager
Charles L. Jeffers, Director of Engineering
Ed Hyman, Film Buyer
Dallas Wyant, Sales Promotion Manager
Justin R. Duncan, Director of Public Relations

RATE INFORMATION: Class A hour rate—$400 (film only). Minute spot—$70 (film only). Frequency discounts—Begin with 52 times at 10% up to 312 times at 20% (From Rate Card No. 6, Feb. 1, 1952).

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: A. D. Ring & Co.

M + P = R

market plus performance equals results

For nearly 30 years, San Antonians and Southwesterners have listened to WOAI as a habit! They've depended on WOAI for concise, accurate news reporting, for pleasant year-round entertainment. Every day more people acquire the WOAI habit.

WOAI-TV is more than two years old and like WOAI is the leader in its field. *Superior* equipment, *superior* personnel, *superior* programming, and its heritage of giving San Antonians what they want, means most people look to WOAI-TV for the best. They buy what they see on WOAI-TV.

THE SOUTHWEST'S
BRIGHTEST PICTURE

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

NBC
WOAI-TV
CHANNEL 4
SAN ANTONIO

TV Stations in the U. S.

Utah

Salt Lake City—

KDYL-TV

LICENSEE: Intermountain Broadcasting & Television Corp.

ADDRESS: 143 South Main St. **ZONE:** 1 **PHONE:** 5-2991

AM AFFILIATE: KDYL **FM AFFILIATE:** KDYL-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: S. S. Fox is principal stockholder.

BEGAN OPERATION: July 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Walker Bank Bldg.

MAKE OF TRANSMITTER: Composite

EFFECTIVE RADIATED POWERS: Visual, 4 kw Aural, 2 kw

MAKE OF ANTENNA: Composite **TYPE:** 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 542 ft. Above Ground, 330 ft.

STUDIO ADDRESS: 68 Regent St. **HOURS OF OPERATION:** Noon-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK-20A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP

STUDIO FACILITIES: Studio "A" is 625 sq. ft. Studio "B" is 2100 sq. ft. Four camera chains. Two 16mm film projectors. One 35mm slide projector. Mobile unit.

EXECUTIVES:

S. S. Fox, President & General Manager
Easton C. Wooley, Executive Vice President
George Provol, Commercial Manager
Dan Rainger, Program Director
John M. Baldwin, Chief Engineer
Connie Eckhardt, Film Buyer

RATE INFORMATION: Class A hour rate—$390 (live), $300 (film). Minute spot—$65 (live), $50 (film). Participations—$65 per spot. Rehearsals—$35 per half-hour, live studio. Frequency discounts—Begin with 13 times at 5% up to 312 times at 25%. (From Rate Card No. 6, July 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: George C. Davis

KDYL-TV
Hits the
"Bulls-eye"
For You!

First
on the air in the Mountain West (April, 1948)

First
in local advertising (Rorabaugh)

First
in national advertising (Rorabaugh)

First
in the minds of advertisers because of:

- **Merchandising help through aggressive promotion**
- **Powerful local shows plus NBC interconnected network**
- **Proven results for advertisers***
  (*write for KDYL-TV's brochure of success stories)

The rapidly-growing Mountain West market is a juicy plum for advertisers. Utah's population now exceeds 2/3 of a million people, with a majority of all Utah retail sales being made within KDYL-TV's coverage area.

Invest your advertising dollars in the *popular* station in the heart of a great market area. Use KDYL-TV — the station that brings *results.*

▶▶▶▶▶▶▶▶ **KDYL-TV** ◀◀◀◀◀◀◀◀
NBC Network · CHANNEL 4

Salt Lake City, Utah
National Representative: Blair-TV, Inc.

Salt Lake City—(Continued)

KSL-TV

LICENSEE: Radio Service Corp. of Utah

ADDRESS: 145 Motor Ave. **ZONE:** 1 **PHONE:** 5-4641

AM AFFILIATE: KSL **FM AFFILIATE:** KSL-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Church of Jesus Christ of Latter Day Saints is principal stockholder.

BEGAN OPERATION: June 1, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Union Pacific Bldg.

MAKE OF TRANSMITTER: GE **MODEL NO:** TT-7A

EFFECTIVE RADIATED POWERS: Visual, 18.4 kw. Aural, 9.6 kw.

MAKE OF ANTENNA: GE **TYPE:** TY-13C, 3-Bay

ANTENNA HEIGHT: Above Average Terrain, —416 ft. Above ground, 178 ft.

STUDIO ADDRESS: 145 Motor Ave. **HOURS OF OPERATION:** 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont **DESCRIPTION:** Image Orthicons

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: World

STUDIO FACILITIES: Auditorium (80x50 ft. stage), seating 215. Two studios (70x60 and 30x20 ft.). Four image orthicon cameras. Three Holmes 16mm film projectors. One Balopticon. Two 35mm slide projectors. Rear projection unit for studios.

EXECUTIVES:
Ivor Sharp, Executive Vice President
C. Richard Evans, Vice President & General Manager
D. Lennox Murdoch, Station Manager
Edward B. Kimball, Sales Manager
Wayne F. Richards, Program Director
Scott R. Clawson, Production Director
Richard V. Thiriot, Film Buyer
Paul S. Dixon, Comptroller
Vincent E. Clayton, Chief Engineer

RATE INFORMATION: Class A hour rate—$390 (live), $300 (film). Minute spot—$78 (live), $60 (film). Participations—$27.50-35 per spot. Rehearsals—$25 per half-hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 208 times at 15%. (From Rate Card No. 3, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Wilkinson, Boyden & Cragun

CONSULTING ENGINEER: A. D. Ring & Co.

KSL-TV has a penetration percentage of 59.2 . . . one of the nation's largest! Over 200% more sets than last year.

KSL-TV offers more buyers with more money. Over $200,000,000 in new manufacturing industry has moved into Utah the past three years.

KSL-TV delivers YOUR advertising message to 53% of Utah's total population which is up 40% in the past decade as compared with the national average of only 14.5%.

KSL-TV gives that important extra punch — MERCHANDISING . . . promotion where it counts . . . at point of sale.

KSL-TV has the facilities to put on any show from a cozy corner spot to a circus. The latest in equipment and know-how is at your service.

KSL-TV gives you coverage of 56% of all Utah retail sales potential as Salt Lake City is truly the pocketbook of the booming Utah market.

KSL-TV really has connections. CBS, ABC and DUMONT . . . the three important networks — "the cream of the TV crop," with direct telecast from coast to coast.

KSL-TV
IF YOU'LL READ THAT YOU'LL BUY THIS!

KSL-TV SALT LAKE CITY

Represented by CBS Television Spot Sales

America's Miracle Market

is the place to strike it rich!

How'd you like to discover a gold mine? We already have—a gold mine of sales opportunities better than any other in these United States! It's located in the Norfolk-Portsmouth-Newport News metropolitan market area, and is as rich a lode as the wildest Forty-Niner could have dreamed of. Here's how the assayers report stacks up:

Bureau of Census, Dept. of Commerce, Comparative Retail Sales Nov. 1951 over Nov. 1950—

Total sales up 20%
Food sales up 13%
Eating, drinking places up 32%
Department stores up 21%
Apparel up 22%
Furniture up 36%
Appliance and radio up 66%
Drugs up 26%
Automotive up 22%

and the banks broke all previous records during 1951—

Clearings in Norfolk alone were $812,805,000 compared with $675,939,000 the year before. Deposits totaled over $300,000,000.

What's more population increased 63.3% between the 1940 and 1950 census—and an estimated 12% more during 1951!

***Plus* this big BONANZA—The U. S. Naval payroll in the Norfolk-Portsmouth area is $300 million yearly!**

We've got a real boom on our hands—and WTAR-TV is the medium to sift some of this gold from America's Miracle Market your way. Using the facilities of WTAR-TV, with its more than 100,000 set circulation, you can effectively blanket this spectacular market with your sales message. For more information or help in staking out your claim, call or write the nearest Petry office.

WTAR-TV

Channel 4—Serving Norfolk, Portsmouth, Newport News and the Tidewater Area of Virginia and North Carolina. Offices and studios at 720 Boush Street, Norfolk 10, Virginia.

TV Stations in the U. S.

Virginia

Norfolk—

WTAR-TV

LICENSEE: WTAR Radio Corp.

ADDRESS: 720 Boush Street ZONE: 10 PHONE: 5-6711

AM AFFILIATE: WTAR FM AFFILIATE: WTAR-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Norfolk Newspapers Inc., publisher of Norfolk Virginian-Pilot and Ledger-Dispatch.

BEGAN OPERATION: April 1, 1950

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 720 Boush St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24.24 kw Aural, 12.12 kw

MAKE OF ANTENNA: RCA TYPE: 5-Element Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 367 ft. Above Ground, 400 ft.

STUDIO ADDRESS: 720 Boush Street

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP

LIBRARY SERVICE: Standard

STUDIO FACILITIES: Two studios (32x45 and auditorium with 25x40 ft. stage, seating 120). Two image orthicon cameras in each studio. Two RCA 16mm film projectors. Two iconoscope camera chains. Three Eastman 35mm slide projectors. One Super-Projectall. Mobile unit with two RCA image orthicon cameras. One Bell & Howell film camera.

EXECUTIVES:

Campbell Arnoux, President & Manager
John C. Peffer, Operations Manager
Winston Hope, Administrative Assistant for TV
Robert M. Lambe, Commercial Manager
Joel Carlson, Program & Public Relations Director
Harold Soldinger, Production Manager
Richard L. Lindell, Chief Engineer
Fred N. Lowe, Promotion Manager

RATE INFORMATION: Class A hour rate—$535 (live), $475 (film). Minute spot—$105 (live), $90 (film). Rehearsals—$15 per quarter-hour in excess of 1x1 ratio. Frequency discounts—Begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hanson, Lovett & Dale

CONSULTING ENGINEER: Jansky & Bailey

Audience Research has changed TOO!

Broadcast audience research never stands still. And television, with its high costs and new selling technique, speeded the next logical step . . . a measurement of *who* is doing the viewing within a home.

Alert advertisers were quick to recognize that changes in audience composition and viewers per set might easily mean differences of millions of viewers between identically rated programs. Today, ARB reports give ample proof that this is true. Quite often they show a lower rated program actually reaching many *more* of the family members desired by the advertiser.

ARB TV-Nationals and ARB City Reports now supply this information to broadcasters and advertisers as part of an accurate, complete and well-balanced service covering both network and local programs. With the ARB interviewing technique assuring valid diary records in thousands of U.S. television homes each month, many of the following features are available from no other sources.

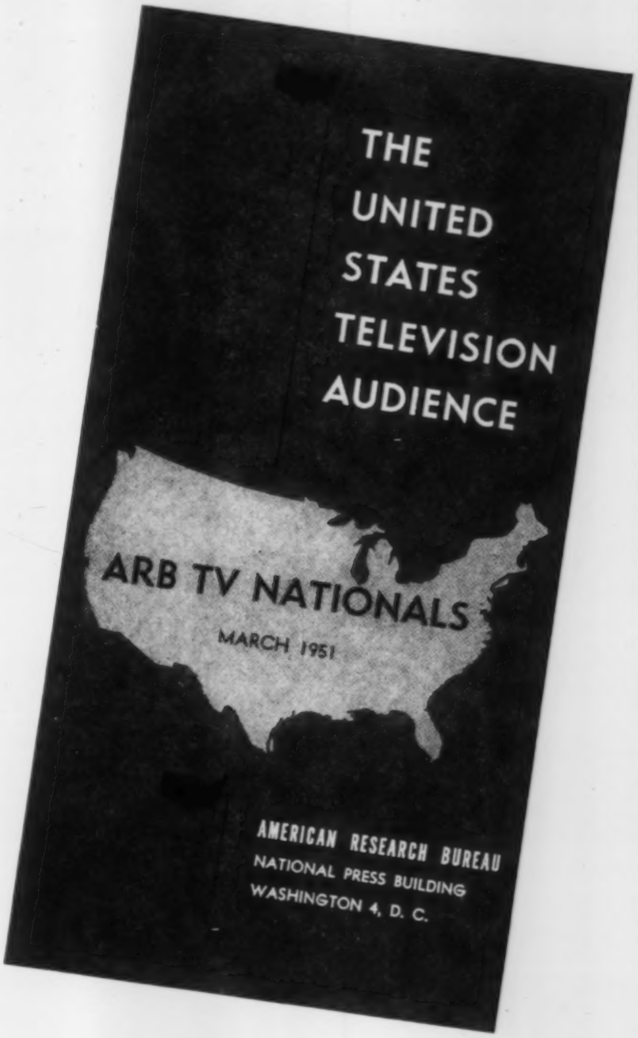
1. *Two* national network reports each month from a large probability sample, covering every county within 150 miles of any TV signal. Sample size permits detailed breakdowns.
2. Ratings, homes reached, and audience composition on *all* network programs . . . commercial *and* sustaining . . . delivered within two weeks.
3. Comparable city data *on the same base* and covering the same period in up to 15 individual markets. Complete reports available in 10 cities.

Why take less than the whole story . . . accurately told? If you're not already using ARB reports, let us tell you more about them. Whether your problem is network or local, ARB can help you save money and sell more. Ask any television research director, then write or telephone us,

AMERICAN RESEARCH BUREAU, INC.

NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.
REpublic 6002—7838—6193
James W. Seiler, Director

on West Coast call:
COFFIN, COOPER & CLAY, INC.,
Los Angeles, Calif.—Cumberland 3-3149



THE UNITED STATES TELEVISION AUDIENCE

ARB TV NATIONALS

MARCH 1951

AMERICAN RESEARCH BUREAU
NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

COMPLETE CITY REPORTS

Complete ARB TV Reports with all the features of the network study are now available **monthly** in the following metropolitan areas. Others will be added.

New York
Los Angeles
Chicago
Philadelphia
Cleveland
Baltimore
Washington
Boston
Detroit
San Francisco

To the station, these current, on-the-spot diary reports furnish an accurate, honest appraisal of audience levels throughout the week . . . a valuable aid in both selling and programming for the future.

To the timebuyer, ARB reports bring factual information on how to reach the **right** TV audiences at the lowest cost per thousand. Based on competent research, they point out favorable factors and guard against "blue sky" ratings and claims. In addition to numerous agency and advertiser subscribers, twenty-three television stations are now using ARB reports as of February, 1952

Richmond—

WTVR

LICENSEE: Havens & Martin Inc.

ADDRESS: 3301 W. Broad St. **PHONE:** 5-8611

AM AFFILIATE: WMBG **FM AFFILIATE:** WCOD

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Wilbur M. Havens is principal stockholder.

BEGAN OPERATION: April 22, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Staples Mill Road

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 417 ft. Above Ground, 642 ft.

STUDIO ADDRESS: 3301 W. Broad St. **HOURS OF OPERATION:** 6:45 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: Acme

STUDIO FACILITIES: Two studios (29x17½x12 and 25x52x22 ft.). Three DuMont cameras. Four 16mm film projectors. Four slide projectors (2x2 in.). One 35mm strip film projector. One Balopticon. Two 16mm motion picture cameras. Two 35mm motion picture cameras. Facilities for processing 16 and 35mm film.

EXECUTIVES:

Wilbur M. Havens, President, General Manager & Commercial Manager
Walter A. Bowry Jr., Assistant Manager
G. Conrad Rianhard, Program Director & Film Buyer
James Kyle, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$100. Rehearsals—$120 per hour, live studio. (From Rate Card No. 1, Jan. 1, 1952.)

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: James C. McNary

WTVR

IN FACT

Here is the Picture . . .

108,878 sets (2/1/52)
34 county coverage
15½ hr. average operation daily
781,000 population
197,700 families
$580,000,000 retail sales

ery of Greatness

In the halls of history are many of Virginia's sons—those pioneers who set forth our way of life, who lengthened and broadened this country by their vision.

America's coastal frontiers are now attained. Today, the pioneer is, largely, industrial. From Virginia, the state of pioneers, Havens and Martin, Inc. established the South's first television station . . . WTVR.

To WTVR there is always a new frontier . . . beyond the next hill always a bigger hill . . . be it programming excellence, public service or mass moving of merchandise at lowest cost.

WTVR talks business with 781,000 people—your business—if you call Blair-TV or Havens and Martin, Inc., creators of the First Stations of Virginia.

WMBG AM **WCOD** FM

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

WTVR TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

IN

SEATTLE-TACOMA

AND THE GREAT

PACIFIC NORTHWEST

Television

IS

KiNG-TV

NOW MORE THAN 500,000* TELEVIEWERS BETWEEN PORTLAND, OREGON, AND VANCOUVER, BRITISH COLUMBIA DEPEND EXCLUSIVELY ON KING-TV FOR THE FINEST IN TELEVISION.

*January 1, 1952

KiNG-TV

SEATTLE, WASHINGTON
Affiliated With
RADIO KING, the PACIFIC
NORTHWEST'S MOST POWERFUL
INDEPENDENT — 50,000 Watts
and the
SEATTLE POST-INTELLIGENCER

OTTO BRANDT
Vice Pres. & Gen. Mgr.

JOHN BLAIR CO.
National Rep.

Washington

Seattle—

KING-TV

LICENSEE: KING Broadcasting Co.

ADDRESS: Smith Tower **ZONE:** 4 **PHONE:** Mutual 1090

AM AFFILIATE: KING **FM AFFILIATE:** KING-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. A. Scott Bullitt is principal stockholder. Licensee is 25% owned by Hearst Corp., which owns WBAL-AM-FM-TV Baltimore, WISN-AM-FM Milwaukee and through affiliation WCAE-AM-FM Pittsburgh. Hearst Newspapers include Seattle Post-Intelligencer. (For other Hearst newspapers, see WBAL-TV Baltimore).

BEGAN OPERATION: November 25, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 301 Galer St.

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 10 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 408 ft. Above Ground, 170 ft.

STUDIO ADDRESS: 302 2nd Ave., West **HOURS OF OPERATION:** 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** TK-28

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP Telenews, Acme News Photos

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios (60x100 ft. each). Four field cameras. Two RCA TP-16B 16mm film projectors. Two Eastman Model 250 16mm film projectors. Two 35mm Selectroslide projectors. Two RCA TK20A film cameras. One GE Balopticon.

EXECUTIVES:

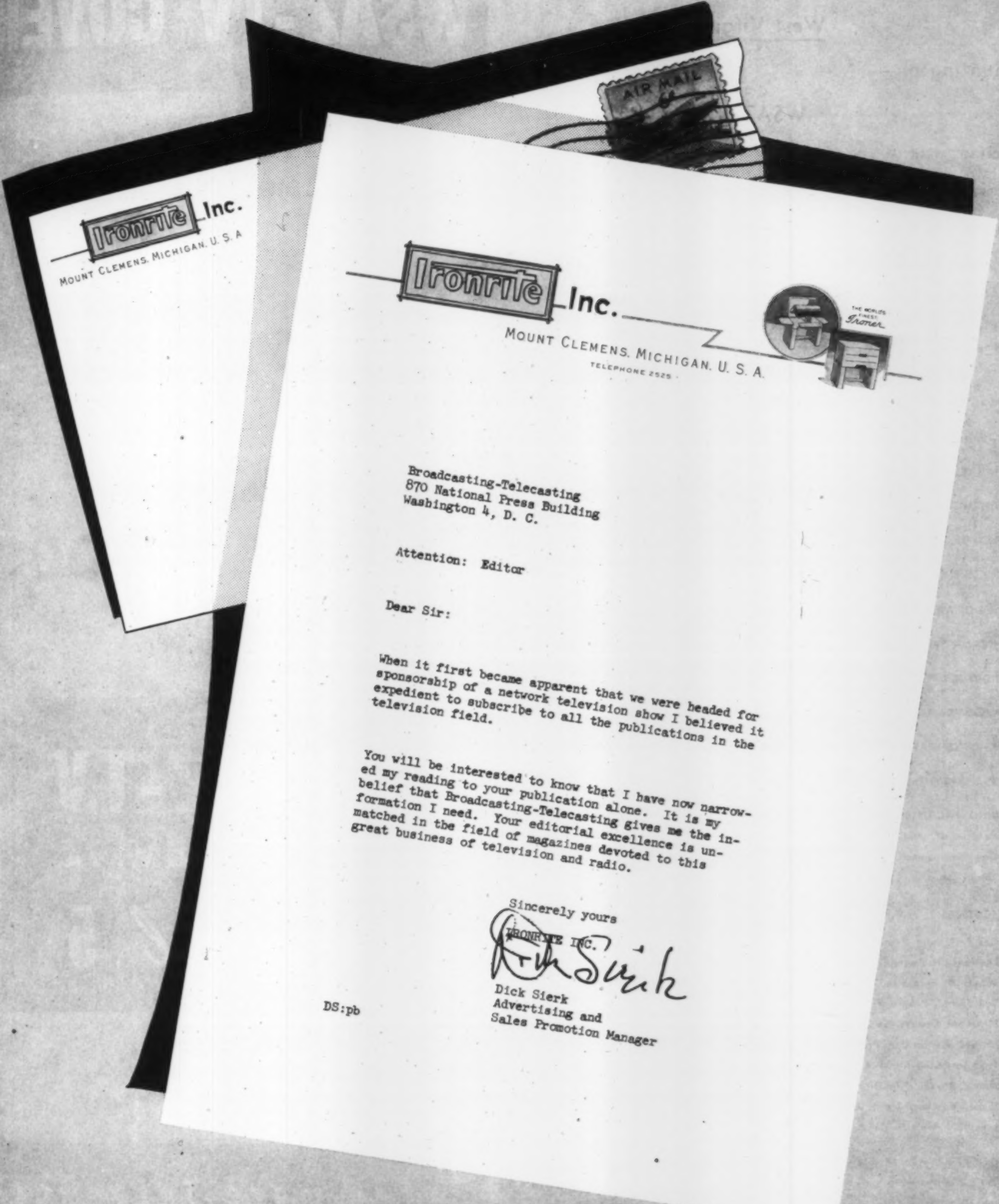
Mrs. A. Scott Bullitt, President
Otto P. Brandt, Vice President & General Manager
Al Hunter, Commercial Manager
Lee Schulman, Program Director
George Freeman, Chief Engineer
Robert Priebe, Operations Manager

RATE INFORMATION: Class A hour rate—$550 (film only). Minute spot—$110 (film). Participations—$65-125 per spot. Rehearsals—$75 per hour, live studio. Frequency discounts—Begin with 13 times at $2\frac{1}{2}\%$ up to 260 times at $13\frac{3}{5}\%$. (From Rate Card No. 9, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Wm. L. Foss Inc.

XUM


Ironrite Inc.
MOUNT CLEMENS, MICHIGAN, U. S. A
AIR MAIL

Ironrite Inc.
MOUNT CLEMENS, MICHIGAN, U. S. A.
TELEPHONE 2525
THE WORLD'S FINEST Ironer

Broadcasting-Telecasting
870 National Press Building
Washington 4, D. C.

Attention: Editor

Dear Sir:

When it first became apparent that we were headed for sponsorship of a network television show I believed it expedient to subscribe to all the publications in the television field.

You will be interested to know that I have now narrowed my reading to your publication alone. It is my belief that Broadcasting-Telecasting gives me the information I need. Your editorial excellence is unmatched in the field of magazines devoted to this great business of television and radio.

Sincerely yours
IRONRITE INC.

Dick Sierk

Dick Sierk
Advertising and
Sales Promotion Manager

DS:pb

West Virginia

Huntington—

WSAZ-TV

LICENSEE: WSAZ Inc.

ADDRESS: West Virginia Bldg. **ZONE:** 18 **PHONE:** 3-9441

AM AFFILIATE: WSAZ

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected through privately-owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 90% owned by Huntington Publishing Co., publisher of Huntington Herald-Dispatch and Advertiser. Col. J. H. Long and family are principal stockholders of Huntington Publishing Co.

BEGAN OPERATION: October 24, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 8th Street Hill

MAKE OF TRANSMITTER: RCA **MODEL NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.8 kw Aural, 8.4 kw

MAKE OF ANTENNA: RCA **TYPE:** TF3A, 3-Bay

ANTENNA HEIGHT: Above Average Terrain, 590 ft. Above Ground, 339 ft.

STUDIO ADDRESS: West Virginia Bldg. **HOURS OF OPERATION:** 11 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** AP

STUDIO FACILITIES: Two studios (18x37 and 18x34 ft.)—to be expanded to same number of studios, one 40x60 ft., other 30x40 ft. Two image orthicon cameras. One film camera. One RCA 16mm film projector. Two 35mm slide projectors. One Balopticon.

EXECUTIVES:

- Col. J. H. Long, President
- Lawrence H. Rogers, General Manager & Commercial Manager
- James H. Ferguson, Director of Sales
- Ted Eiland, Program Director
- Elizabeth Conaty, Supervisor of National Sales
- Harold W. Shriber, Promotion Manager
- T. I. Bordenkircher, Production Manager
- Ned R. Brooke, Film Director
- Eileen Boecher, Traffic Manager
- Leroy E. Kilpatrick, Chief Engineer

RATE INFORMATION: Class A hour rate—$540 (live), $360 (film). Minute spot—$72 Participations—$36 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: William L. Foss Inc.

WSAZ-TV COVER

(source-NBC Research Dept.)

HOMES

575,000

RETAIL SALES

$1,322,151,000

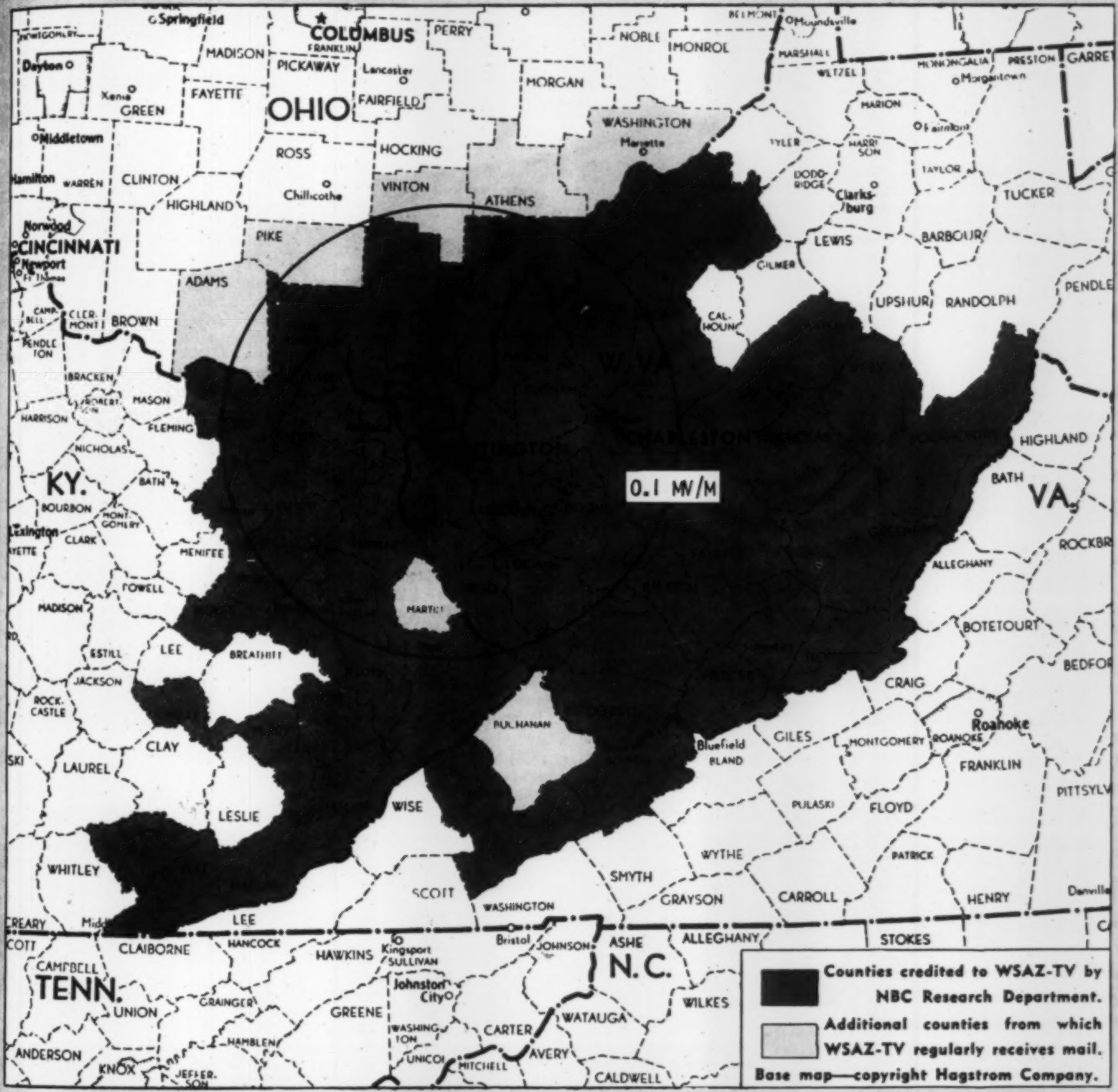
WSAZ-TV

HUNTINGTON, W. VA.

Channel 5

For more informatio

AN AREA OF 2,000,000 PERSONS


OHIO
COLUMBUS
FRANKLIN
PERRY
MADISON
PICKAWAY
Lancaster
FAIRFIELD
Springfield
Dayton
Xenia
GREEN
FAYETTE
Middletown
Hamilton
WARREN
CLINTON
ROSS
Chillicothe
HOCKING
VINTON
ATHENS
MORGAN
NOBLE
MONROE
BELMONT
Moundsville
MARSHALL
WETZEL
MONONGALIA
PRESTON
GARRETT
Morgantown
MARION
Fairmont
WASHINGTON
Marietta
TYLER
HARRISON
DODDRIDGE
Clarksburg
TAYLOR
TUCKER
HIGHLAND
PIKE
Norwood
CINCINNATI
Newport
ADAMS
LEWIS
BARBOUR
GILMER
CALHOUN
UPSHUR
RANDOLPH
PENDLETON
CAMPBELL
CLERMONT
BROWN
PENDLETON
BRACKEN
ROBERTSON
MASON
HARRISON
FLEMING
NICHOLAS
KY.
BATH
BOURBON
MONTGOMERY
Lexington
CLARK
MENIFEE
POWELL
MADISON
ESTILL
LEE
BREATHITT
JACKSON
ROCKCASTLE
CLAY
LAUREL
LESLIE
WHITLEY
W. VA.
CHARLESTON
0.1 MV/M
MARTIN
BUCHANAN
WISE
HIGHLAND
BATH
VA.
ALLEGHANY
ROCKBRIDGE
BOTETOURT
BEDFORD
CRAIG
Roanoke
ROANOKE
GILES
MONTGOMERY
Bluefield
BLAND
FRANKLIN
PITTSYLVANIA
PULASKI
FLOYD
WYTHE
PATRICK
SMYTH
SCOTT
GRAYSON
CARROLL
HENRY
Danville
WASHINGTON
LEE
Bristol
ASHE
ALLEGHANY
STOKES
CLAIBORNE
HANCOCK
HAWKINS
Kingsport
SULLIVAN
JOHNSON
N.C.
CAMPBELL
TENN.
UNION
GRAINGER
GREENE
Johnston City
WASHINGTON
CARTER
WATAUGA
WILKES
HAMBLEN
ANDERSON
KNOX
JEFFERSON
UNICOI
MITCHELL
AVERY
CALDWELL
CREARY
SCOTT

■	Counties credited to WSAZ-TV by NBC Research Department.
▨	Additional counties from which WSAZ-TV regularly receives mail.

Base map—copyright Hagstrom Company.

SET CIRCULATION—76,000 (estimated to March 1, 1952)

call . . . **THE KATZ AGENCY** *today!*

TV Stations in the U. S.

Wisconsin

Milwaukee—

WTMJ-TV

LICENSEE: The Journal Co.

ADDRESS: 720 E. Capitol Drive **ZONE:** 12 **PHONE:** Marquette 8-6000

AM AFFILIATE: WTMJ

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Milwaukee Journal.

BEGAN OPERATION: December 3, 1947

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 720 E. Capitol Drive

MAKE OF TRANSMITTER: RCA **Model NO:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA **TYPE:** TF3C, 3-Element Batwing

ANTENNA HEIGHT: Above Average Terrain, 340 ft. Above Ground, 325 ft.

STUDIO ADDRESS: 720 E. Capitol Drive **HOURS OF OPERATION:** 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Studio and field image orthicons

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICES:** NBC Weekly, AP, Telenews

STUDIO FACILITIES: Four studios (30x54, 26x43 ft., kitchen 18x26 ft. and auditorium with 36x32 ft. stage, seating 340.) Four RCA studio image orthicon cameras. Four RCA field image orthicons. Two RCA Iconoscope camera chains. Two RCA 16mm film projectors. One LaBelle 35mm slide projector. One slide projector (3¼x4 in.). One 35mm strip film projector. One Balopticon. One mobile unit.

EXECUTIVES:

Walter J. Damm, Vice President & General Manager
L. W. Herzog, Assistant General Manager
R. G. Winnie, Station Manager
Neale V. Bakke, Sales Manager
George Comte, Assistant to the Manager
George Nicoud, Assistant to the Manager
James Robertson, Program Manager & Film Buyer
Colby Lewis, Assistant Program Manager
Frank Bignell, Traffic Manager
Philip B. Laeser, Manager, Radio & TV Engineering
Bruce Wallace, Manager, Public Service Broadcasts & Promotion
Jack Krueger, News Editor
Edwin L. Cordes, Chief Engineer
Maurice Kipen, Music Director
Wendell Palmer, Continuity Chief

RATE INFORMATION: Class A hour rate—$800. Minute Spot—$150. Participations—$100 per spot. Rehearsals—$50 per half-hour. Use of auditoruim, $50. (From Rate Card No. 11, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

Foreign Television Stations

Including Cuba, Mexico and Canada

(Listing includes those stations actually on the air, under construction or officially proposed. Compiled from all available sources, including station licensees, U. S. government reports, RCA Frequency Bureau and news reports.)

Power: Transmitter power output. ERP: Effective radiated power. Estimated receivers are those in use.

* * *

Note: U.S. State Dept. International Division estimates that in 1950 there were less than 500,000 TV sets in use outside this country and 1,680,000 in October 1951. By October 1952, 2.5 million sets are estimated will be in use. Regular TV viewing audience abroad is estimated at two million for December 1950, 12 million in October 1951 and will reach 24 million in October 1952.

CUBA

(Estimated receivers: 40,000)

CMQ-TV Network—First South American television network, owned by Circuito CMQ S.A., of which Goar Mestre is director general. Network's key station is CMQ-TV Havana. It includes four additional outlets already in test operation or nearing completion. CMQ-TV Network is to officially inaugurate commercial operation March 10, using kinescope recordings of CMQ-TV Havana schedule, with one week delay for Santa Clara, two week delay for Camaguey and three week delay for Santiago. In mid-1952 construction is to begin on a $950,000, 18-hop, 500-mile microwave relay system from Havana to Santiago which will link all five CMQ-TV Network stations. Two additional outlets are planned for Holguin and Pinar del Rio (see below for further details).

* * *

Camaguey—CMQ-TV Network (Began test operation Dec. 6, 1951). Circuito CMQ S.A. Ch. 6, 82-88 mc. Power: 500 w visual, 250 w aural. ERP: 1.8 kw visual, 0.9 kw aural. 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: RCA 3-Section Superturnstile, 650 ft. above sea level. Station is equipped with one DuMont film camera chain and corresponding 16mm projector. Operation confined to rebroadcasting kinescopes of CMQ-TV Havana.

Havana—CMQ-TV (Began test operation Dec. 14, 1950; inaugurated March 12, 1951.) Circuito CMQ S.A., Radiocentro. Telephone: F-9911. Director General: Goar Mestre. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.8 kw visual, 9.4 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Section Superturnstile, 385 ft. above sea level. Studio equipment: RCA. CMQ-TV has six studios and 13 studio cameras, plus RCA mobile unit with three cameras. Second mobile unit is under construction locally. Program schedule as of Jan. 1: 9-10:45 a.m., test pattern; 10:45 a.m.-1 p.m., live programs and 15-minute news film; 2-6 p.m., test pattern; 6 p.m.-12 midnight, live programs and 1½-hour film. Commercial sponsorship covers about 70% of program time and 85% of spot time.

CMQ-TV is key outlet for CMQ-TV Network, to be inaugurated on regular commercial basis March 10 with affiliates rebroadcasting kinescopes of full CMQ-TV schedule in Camaguey, Santa Clara and Santiago (see individual listings). Fifth outlet at Matanzas rebroadcasts CMQ-TV from off-air pickup. CMQ-TV Network plans additional outlets at Holguin and Pinar del Rio. Circuito CMQ S.A.'s current investment in TV is $2,000,000 and eventually will exceed $3,000,000 after completion of microwave relay between Havana and Santiago and proposed two additional CMQ-TV Network outlets. Circuito CMQ S.A. also operates radio stations and radio network.

Havana—CMUR-TV (Began operation Oct. 24, 1950). Union Radio Television S.A., Mazon 52. Telephone: U-6056. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. ERP: Unknown. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 250 ft. above ground. Union Radio, also radio station and radio network operator, was purchased in August 1951 by Manuel Alonso and Jose Pelleya for $500,000 from Gaspar Pumarejo & Assoc. Mr. Alonso, owner of motion picture interests, has majority interest. Mr. Pelleya is an attorney. Additional TV outlet is contemplated for Santa Clara.

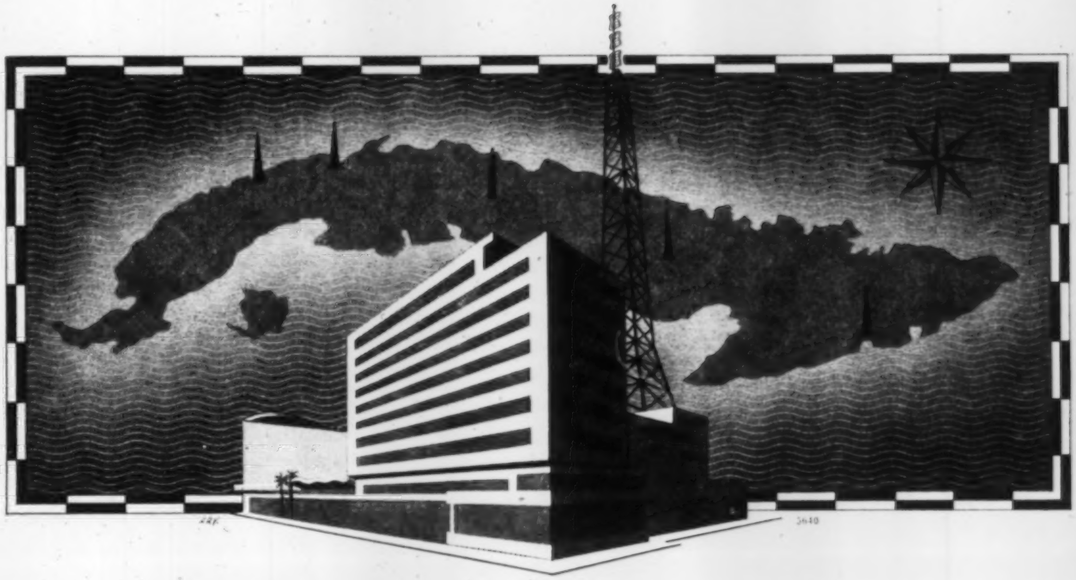
Havana—CMA-TV (Under construction). Radiotelevision El Mundo S.A., Motor Center Bldg., 23d & P Sts., Vedado. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA Antenna: RCA 3-Bay Superturnstile. Principals include: Amandeo Barletta, publisher, *El Mundo*, and Cuban distributor for Cadillac, Oldsmobile and Chevrolet; Angel Cambo Ruiz, Ambar Motors Corp.; Miguel Humara and Julian Lastra, Humara & Lastra, Cuban RCA distributor. Technical Director: Ventura Montes.

Havana—(Proposed). Compania Television de Caribe S. A. Ch. 3, 60-66 mc. Power: 5 kw. 525 lines, 60 fields, FM sound.

Havana—(Proposed). R. Garcia Serra. Ch. 7, 174-180 mc. Power: 5 kw. 525 lines, 60 fields, FM sound.

(Continued on page 188)

XUM



CMQ
HAVANA, CUBA
Television

THE FIRST NATIONAL TELEVISION NETWORK IN LATIN AMERICA!

In March 1952 CMQ-TV will inaugurate its National Television Network, which will cover 80% of the Cuban territory-a market of over FIVE MILLION consumers. Besides the Havana station, now in actual operation, FOUR other television stations will be in operation in Matanzas, Santa Clara, Camagüey and Santiago de Cuba.

CMQ Television now offers the advertiser, THROUGH ITS NATIONAL NETWORK, total and efficient coverage of the Island of Cuba - THIRD NATION OF THE WORLD IN TRADE WITH THE U. S. AND FIRST IN LATIN AMERICA.

EXCLUSIVE REPRESENTATIVE:
Melchor Guzmán Company, Inc., 45 Rockefeller Plaza, New York City, N. Y.

LOCATION AND POWER OF STATIONS

STATION	CHANNEL	POWER	HEIGHT OF ANTENNA ABOVE SEA LEVEL	RADIATED POWER VIDEO	RADIATED POWER AUDIO
HAVANA	6	5000 watts	385 feet	9382 W.	18765 W
MATANZAS	9	500 "	760 "	1507 "	3015 "
STA. CLARA	5	5000 "	1020 "	8439 "	16878 "
CAMAGUEY	6	500 "	650 "	896 "	1793 "
STGO. DE CUBA	2	5000 "	1760 "	7802 "	15604 "

IN CUBA... LET CMQ-TV SELL FOR YOU

FOREIGN TELEVISION STATIONS

(Continued from page 186)

Holguin—CMQ-TV Network (Proposed). Circuito CMQ S.A. Ch. 5, 76-82 mc (see CMQ-TV Havana). 525 lines, 60 fields, FM sound.

Matanzas—CMQ-TV Network (To begin test operation Jan. 25). Circuito CMQ S.A. Ch. 9, 186-192 mc. Power: 1 kw visual, 0.5 kw aural. ERP: 3 kw visual, 1.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: RCA 6-Section Superturnstile, 760 ft. above sea level. Station to rebroadcast off-the-air pickup of CMQ-TV Havana (see).

Pinar del Rio—CMQ-TV Network (Proposed). Circuito CMQ S.A. (See CMQ-TV Havana). 525 lines, 60 fields, FM sound.

Santa Clara—CMQ-TV Network (Began test operation Jan. 1). Circuito CMQ S.A. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 16.9 kw visual, 8.4 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Section Superturnstile, 1,020 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector to rebroadcast kinescopes of CMQ-TV Havana (see). No provision for local pickups.

Santa Clara—(Proposed). Union Radio Television S.A. (see CMUR-TV Havana).

Santiago de Cuba—CMQ-TV Network (Scheduled to start test operation not later than Feb. 20). Circuito CMQ S.A. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15.6 kw visual, 7.8 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Section Superturnstile, 1,750 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector to rebroadcast kinescopes of CMQ-TV Havana (see). No provision for local pickups.

Santiago de Cuba—(Under construction; to begin test sin June). Cadena Oriental de Radio. Telephone: 3487. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna; 1,300 ft. above sea level.

MEXICO

(Estimated receivers: 30,000)

Acapulco—(Construction permit). Romulo O'Farril Sr. Ch. 6, 82-88 mc (see XHTV Mexico City).

Guadalajara—(Construction permit). Emilio Ascarraga. Ch. 10, 192-198 mc (see XEW-TV Mexico City).

Guadalajara—(Construction permit). Romulo O'Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Guanajuato—(Construction permit). Emilio Ascarraga. Ch. 3, 60-66 mc (see XEW-TV Mexico City).

Guanajuato—(Construction permit). Romulo O'Farril Sr. Ch. 12, 204-210 mc (see XHTV Mexico City).

Hermosillo—(Construction permit). Romulo O'Farril Sr. Ch. 6, 82-88 mc (see XHTV Mexico City).

Juarez—(Construction permit). Romulo O'Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Laredo—(Construction permit). Romulo O'Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Matamoros (Brownsville, Texas)—XELD-TV (Operating). Owned by Romulo O'Farril Sr. interests. For detailed listing see United States directory, page 164. (Also see XHTV Mexico City in this listing).

Merida—(Construction permit). Romulo O'Farril Sr. Ch. 4, 66-72 mc (see XHTV Mexico City).

Mexicali—(Construction permit). Romulo O'Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Mexico City—XHTV (Inaugurated Aug. 31, 1950). Television de Mexico S.A. Edificio de la Loteria Nacional, Plaza de la Reforma 2. Telephone: 36-63-41. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile atop 20 story National Lottery Bldg. Chief owner: Romulo O'Farril Sr., industrialist, owner XELD-TV Matamoros, radio station operator, publisher of Mexico City *Novedades* (Spanish) and *News* (English). He also holds construction permits for new TV stations in Paso de Cortes, Tijuana, Mexicali, Monterrey, Reynosa, Torreon, Guadalajara, Tampico, Veracruz, Juarez, Laredo, Nogales, Guanajuato, Hermosillo, Piedras Negras, Acapulco and Merida.

Mexico City—XEW-TV (Began operating in March 1951). Cadena Radiodiffusora Mexicana S.A., Avenida Chapultepec 26. Telephone: 35-33-09. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: 600 ft. Chief owner: Emilio Ascarraga, radio broadcaster and theatre operator. Also holds construction permits for new TV stations in Paso de Cortes, Monterrey, Guadalajara, Tampico, Veracruz and Guanajuato.

Mexico City—XEQ-TV (Construction permit). Radio Panamericana S.A. Ch. 9, 186-192 mc. Transmitter: DuMont. Chief owner: Emilio Ascarraga (see XEW-TV Mexico City).

Mexico City—XHGC-TV (Experimental). Guillermo Gonzalez Camarena, Avenida San Juan de Latran 9. Ch. 5, 76-82 mc. Power: 1 kw visual, 0.5 kw aural. Antenna: 270 ft. Tests include color TV.

Mexico City—(Construction permit). University of Mexico. Noncommercial station. Ch. 13, 210-216 mc.

Monterrey—(Construction permit). Emilio Ascarraga. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Monterrey—(Construction permit). Romulo O'Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Nogales—(Construction permit). Romulo O'Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Paso de Cortes—XEQ-TV Mexico City (Construction permit). Emilio Ascarraga. Ch. 9, 186-192 mc (see XEW-TV Mexico City).

Paso de Cortes—(Construction permit). Romulo O'Farril Sr. Ch. 7, 174-180 mc (see XHTV Mexico City).

Piedras Negras—(Construction permit). Romulo O'Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Reynosa—(Construction permit). Romulo O'Farril Sr. Ch. 9, 186-192 mc (see XHTV Mexico City).

Tampico—(Construction permit). Emilio Ascarraga. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Tampico—(Construction permit). Romulo O'Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Tijuana—XEAZ-TV (Construction permit). Fernando Sanchez Mayans. Ch. 6, 82-88 mc.

Torreon—(Construction permit). Romulo O'Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Veracruz—(Construction permit). Emilio Ascarraga. Ch. 10, 192-198 mc (see XEW-TV Mexico City).

Veracruz—(Construction permit). Romulo O'Farril Sr. Ch. 12, 204-210 mc (see XHTV Mexico City).

CANADA

(Estimated receivers: 75,000)

Montreal—(Under construction). Canadian Broadcasting Corp. Ch. 2, 54-60 mc. Power: 5 kw. ERP: 15 kw. 525 lines, 60 fields, FM sound. Transmitter: RCA. Studio equipment: Marconi. Antenna: 3-Bay Superturnstile, 600 ft., atop Mt. Royal.

Montreal—(Proposed). Canadian Broadcasting Corp. Ch. 6, 82-88 mc. Power: 25 kw. Transmitter: GE.

Toronto—(Under construction). Canadian Broadcasting Corp. Ch. 9, 186-192 mc. Power: 5 kw. ERP: 26 kw. 525 lines, 60 fields, FM sound. Transmitter: GE. Studio equipment: Marconi. Antenna: 6-Bay Superturnstile, 500 ft.

* * *

Note: Common carrier microwave link between Buffalo and Toronto is under construction to relay programs from U.S. In 1953 relay is to be extended to Montreal. Government officials have indicated that no privately-owned TV stations will be authorized until after government-owned CBC stations have been put into operation.

ARGENTINA

(Estimated receivers: 3,500)

Buenos Aires—LR3-TV (Began operation Oct. 17, 1951). Radio Belgrano y Cadena Argentina de Broadcasting S.A., Alvear Palace Hotel. Ch. 7, 174-180 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 45 kw. 625 lines, 50 fields, FM sound. Transmitter: Federal. Antenna: 8-Bay triangular loop, on 150-ft. tower atop 22-story Ministry of Public Works Bldg. U.S. Engineer: W. J. Andrew. LR3-TV has two studios, including 600-seat theatre, each with three cameras, plus film studio and mobile unit.

Buenos Aires—LR1-TV (Under construction). Radio El Mundo. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Bay Superturnstile.

Buenos Aires—(Proposed). Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, FM sound.

Rosario—(Proposed).

Cordoba—(Proposed).

Mendoza—(Proposed).

AUSTRALIA

Sydney—(Proposed). Frequency: 181.5-204 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, FM sound.

FOREIGN TELEVISION STATIONS

BRAZIL

(Estimated receivers: 40,000)

Belo Horizonte—(Under construction). Emissoras Associadas. Chief owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Estimated construction cost: $500,000. (Also see Porto Alegro, Rio de Janeiro and Sao Paulo.)

Porto Alegro—(Proposed). Emissoras Associadas.

Rio de Janeiro—PRE-8-TV (Began operating in late 1951). Radio Tupi, Emissoras Associadas, Avenida Venezuela 43. Chief Owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 21.2 kw visual, 12.7 kw aural. 625 lines, 50 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Bay Superturnstile on Sugar Loaf Mt., 1,333 ft. (also see Belo Horizonte, Porto Alegro and Sao Paulo.)

Rio de Janeiro—(Proposed). Radio Tamoio. Power: 5 kw visual, 2.5 kw aural.

Rio de Janeiro—(Proposed). Radio Rio. Transmitter: GE.

Sao Paulo—PRF-3-TV (Began operating Sept. 18, 1950). Radio Tupi, Emissoras Associadas, State Bank Bldg. Chief Owner: Dr. Assis Chateaubriand. Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15 kw. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 520 ft., atop State Bank Bldg. (Also see Belo Horizonte, Porto Alegro and Rio de Janeiro.)

Sao Paulo—(Began operation Dec. 24, 1951). Radio Televisao Paulista S.A., Avenida Reboucas 58-62. Telephone: 52-3677. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.72 kw visual, 9.36 kw aural. 525 lines, 60 fields, FM sound. Transmitter: Federal. Studio equipment and mobile unit: DuMont. Antenna: RCA 3-Bay Superturnstile, 500 ft. above average terrain. Construction cost: $1,500,000. Firm has about 950 local stockholders. Executives include: Luiz Fonseca de Souza Meirelles, president; Mario Montiero Diniz Junquerra, director; Victor Fonseca de Souza Meirelles, treasurer; Alfio Reis d'Avila, commercial director; Sylvio de Barros Vascoucellos, chief engineer.

Sao Paulo—(Proposed). Radio Sao Paulo. Power: 5 kw. 525 lines, 60 fields, FM sound.

COLOMBIA

Bogota—(Under construction). Municipally owned. Power: 5 kw visual, 3 kw aural. 525 lines, 60 fields, FM sound. Transmitter and studio equipment: Marconi.

CZECHOSLOVAKIA

Note: One experimental station is reported in operation on 140-147 mc with power of 500 w and using 625 lines, 50 fields and FM sound.

DENMARK

(Estimated receivers: 3,500-5,000)

Copenhagen—(Experimental. Started Oct. 1, 1951.) Frequency: 62.5 mc video, 67.5 mc audio. Power: 0.5 kw visual, 0.05 kw aural. 625 lines, 25 frames, double sideband, FM sound.

DOMINICAN REPUBLIC

Ciudad Trujillo—(Under construction). La Voz Dominicana. Power: 5 kw visual, 2.5 kw aural. Transmitter: RCA. Official presidential inauguration is scheduled for August.

FRANCE

(Estimated receivers: 55,000)

Note: All stations are under the government's Adm. de la Radiodiffusion et de la Television.

* * *

Bordeaux—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Lille—(Operating). Frequency: 185.25 mc video, 174.1 mc audio. Power: 3 kw visual, 0.75 kw aural. 819 lines, 25 frames, 14 mc band, video 10.5 mc, AM sound, horizontal polarization.

Lyon—(Under construction). Frequency: 63.5 mc video, 59 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Marseille—(Proposed). Frequency: 54.5 mc video, 50 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Nice—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Paris—(Operating from top of Eiffel Tower). Frequency: 46 mc video, 42 mc audio. Power: 30 kw visual, 6 kw aural. 441 lines, 25 frames, 9 mc band, AM sound. Antenna height above ground: 1,000 ft.

Paris—(Operating from top of Eiffel Tower). Frequency: 185.25 mc video, 174.1 mc audio. Power: 3 kw visual, 0.5 kw aural. 819 lines, 25 frames, 14 mc band, video 10.5 mc, AM sound. Antenna height above ground: 1,000 ft.

Strasbourg—(Under construction). Frequency: 59 mc video, 54.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Toulouse—(Proposed). Frequency: 59 mc video, 54.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

GERMANY

(Allied High Command)

(Estimated receivers: 2,500)

Berlin—(Experimental). Allied High Command. Power: 1 kw. 625 lines, 50 fields.

Frankfurt—(Experimental). Allied High Command. Frequency range: 174-216 mc. Power: 1 kw. 625 lines, 50 fields, 7 mc band, video 5.5 mc, FM sound.

Hamburg—(Operating). Nordwestdeutscher Rundfunk (Rias). Frequency: 189.25-194.75 mc. Power: 1 kw visual, 0.3 kw aural. 625 lines, 7 mc band, 50 fields, frames interlaced, negative modulation, FM sound.

GREAT BRITAIN

(Estimated receivers: 1,200,000)

Note: All stations are operated by the government-owned British Broadcasting Corp. and are noncommercial.

* * *

London—(Operating). Alexandria Palace. Frequency: 45 mc video, 41.5 mc audio. Power: 17 kw visual, 3 kw aural. ERP: 27 kw visual, 5 kw aural. 405 lines, 25 frames, double side band, AM sound. Transmitter: Marconi-EMI. Antenna: Marconi*, 300 ft.

Sutton-Coldfield-Birmingham—(Operating). Frequency: 61.75 mc video, 58.25 mc audio. Power: 42 kw visual, 12 kw aural. ERP: 84 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: EMI-video, Marconi-audio. Antennas: BBC**-video, Marconi-audio, 750 ft.

Wenvoe (Cardiff)—(Under construction). Frequency: 66.75 mc video, 63.25 audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: EMI-video, Standard Telephone & Cables-audio. Antenna: BBC**-video, Marconi-audio, 750 ft.

Holme-Moss (Manchester)—(Began operating Oct. 1951). Frequency: 51.75 mc video, 48.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: Marconi. Antenna: BBC**-video, Marconi-audio (stacked dipole 2,500 ft. above sea level), 750 ft.

Kirk O'Shotts (Edinburgh, Scotland)—(To begin operating on experimental basis March 14). Frequency: 56.75 mc video, 53.25 audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: EMI-video, Standard Telephone & Cables-audio. Antenna: BBC**-video, Marconi-audio, 750 ft.

(*) Separate and similar video and audio antennas, each consisting of eight push-pull dipole elements equally spread around the mast; a similar set of dipoles, placed between radiator elements and the mast, act as reflectors. Power gain is 3 db.

(**) Antenna for video and audio has eight folded vertical dipoles in two identical groups, one above the other, separated by a distance of about one wavelength. Each group is mounted opposite one face of the topmast, the separation between dipoles on opposite faces being about $\frac{2}{5}$ wavelength. Power gain is 3 db.

ITALY

(Estimated receivers: 750)

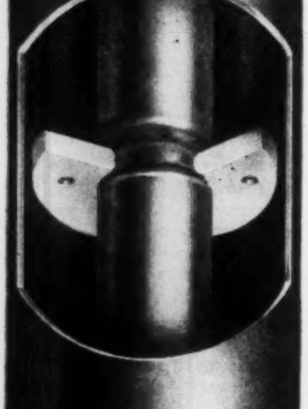
Note: The Ministry of Posts and Telegraphs in January announced that "four modern television stations" will be operating in Italy before the end of June 1953. At the same time the Cabinet ruled to have the state take over the whole Italian broadcasting network of RAI (Radio Italiana), with advertising time to be cut in half and a special vigilance committee to be set up to check on programs and advertising. RAI has been privately owned by a large power company. The Cabinet decreed that RAI shall be owned through the state's Institute for Industrial Reconstruction.

* * *

Milan—(Proposed by June 1953).

Monte Penice—(Proposed by June 1953).

(Continued on page 247)



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DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

The Alliance Mfg. Co.

Alliance, Ohio, Lake Park Blvd.; John Benitia, Mgr.; Tel: 1-5361

Products: Antenna rotators; boosters

Allied Radio Corp.

Chicago 7, 833 W. Jackson Blvd.; Gordon Hough, Mgr.; Tel: Haymarket 1-6800

Products: Replacements parts for immediate shipment: custom chassis, antennas, accessories, boosters, image orthicons, iconoscopes, transmitting tubes, video jack panels and plugs, disc and tape recording equipment, microphones, test equipment

All Star Products, Inc.

Defiance, Ohio, Squire Ave.; Wm. F. Reiter, Mgr.; Tel: Defiance 2-1065
Chicago 10, 510 N. Dearborn; R. T. McClelland, Mgr.; Tel: Superior 7-3809
Detroit 1, 4829 Woodward Ave.; R. C. Merchant, Mgr.; Tel: Temple 1-1677
Los Angeles 64, 10373 W. Pico Blvd.; W. Bert Knight, Mgr.; Tel: Bradshaw 2-5647
New York 7, 53 Park Pl.; Perry Saftler, Mgr.; Tel: Rector 2-5334

Products: Focus units, Ion traps, centering devices

Altec Lansing Corp.

Beverly Hills, Calif, 9356 Santa Monica Blvd.; A. A. Ward, Mgr.; Tel: Crestview 5-5101
New York, 161 6th Ave.; H. S. Morris, Mgr.; Tel: Algonquin 5-3636

Products: Microphones, audio amplifiers, loudspeakers, transformers, speech input consoles

American Microphone Co.

Pasadena 1, Calif., 370 S. Fair Oaks Ave.; Grover N. Christensen, Mgr.; Tel: Ryan 1-7444

Products: Microphones, microphone stands, transformers, electronic equipment

American Volume Control Corp.

New York 6, 115 Liberty St.; Dave Parkhurst, Mgr.; Tel: Beekman 3-0224-25

Products: Volume controls, potentiometers, resistance cords

Amperite Co., Inc.

New York 12, 561 Broadway; S. Ruttenberg, Mgr.; Tel: Canal 6-1446

Products: Microphones; ballast and delay relay tubes

Ampex Electric Corp.

Redwood City, Calif., 934 Charter St.; E. G. Swanson, Mgr.; Tel.: Emerson 8-1471

Products: High fidelity magnetic tape recorders for audio and instrumentation recording

Amplifier Corp. of America

New York 13, 398 Broadway; Sidney Karr, Mgr.; Tel: Digby 9-1890

Products: Magnetic tape recorders; tape demagnetizers; flutter meters; audio amplifiers

Andrew Corp.

Chicago 19, 363 E. 75th St.; John A. Estelle, Mgr.; Tel: Triangle 4-4400
Bergenfield, N. J., 18A Georgian Ct.; Karl Sterne, Mgr.; Tel: Dumont 4-5688
Simi, Calif.; Victor J. Andrew, Mgr.

Products: Transmission lines, tower lighting equipment, antenna specialties and transmitting antennas

Ansley Radio & Television, Inc.

Meriden, Conn., 85 Tremont St.; Robert G. Kramer, Mgr.; Tel: Meriden 5-0669

Products: Receivers

Audicraft, Inc.

Brooklyn 11, N. Y., 77 S. 5th St.; Arnold J. Siegel, Mgr.; Tel: Evergreen 8-1156-5667

Products: Public address horn loudspeakers

Audio Devices, Inc.

New York 22, 444 Madison Ave.; Bryce Haynes, Mgr.; Tel: Plaza 3-0973
Hollywood 46, 1006 N. Fairfax Ave.; Alan H. Bodge, Mgr.; Tel: Hollywood 9-8902

Products: Film

Audio-Master Corp.

New York 17, 341 Madison Ave.; Herbert Rosen, Mgr.; Tel: Murray Hill 3-3881

Products: Tape playback units; recording tape; mood and bridge music library

Audio & Video Products Corp.

New York 19, 730 Fifth Ave.; Russel O. Hudson, Mgr.; Tel: Plaza 7-3091

Products: Production equipment, Telefex rear process projectors (still and motion); projection slides, Vidijector portable projector; visual cast projectors

Belden Mfg. Co.

Chicago 44, 4647 W. Van Buren St.; Les A. Thayer, Mgr.; Tel: Estabrook 8-1000

Products: Transmission line cable

Berndt-Bach, Inc. (Auricon Div.)

Los Angeles 36, 7377 Beverly Blvd.; A. N. Brown, Mgr.; Tel: York 8294 or Webster 8-6963

Products: Kinescope recording sound-on-film; cameras and associated audio equipment. 16 mm sound-on-film camera for TV newsreel and film insert or "commercials" work

Blaw-Knox Div. of Blaw-Knox Co.

Pittsburgh 30, P. O. Box 1198; E. J. Staubitz, Mgr.; Tel: Sterling 1-2700

Products: Towers to support antennas

(Continued on page 192)

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(Continued from page 191)

Bodde Screen & Projector Co.
Los Angeles 34, 8829 Venice Blvd.; B. M. Bodde, Jr., Mgr.; Tel: Texas 0-3277, Texas 0-2812
Products: Background projectors; translucent background rear projection screens; translucent screens, photographic backings; slide service

The William Brand & Co., Inc.
Willimantic, Conn., North & Valley Sts.; R. H. Robinson, Mgr.; Tel:Willimantic 3-1661
Chicago, 1313 W. Randolph St.; E. W. Brinson, Mgr.; Tel: Seeley 8-0345
Products: Transmissions line and hook-up wire; other insulating materials

Cambridge Therminonic Corp.
Cambridge 38, 445 Concord Ave.; Clarence Cheney, Mgr.; Tel: Trowbridge 6-2800
Products: Frequency checks

Camera Equipment Co.
New York 19, 1600 Broadway; Frank C. Zucker, Mgr.; Tel: Judson 6-1420
Products: Balanced tripod head and base; portable, collapsible, three-wheel dolly; lens, lens mounts; special effects

Canadian Marconi Co.
Montreal, Que., Canada, 2442 Trenton Ave. town of Mount Royal; C. E. Tremblay, Mgr.; Tel: Atlantic 9441
Halifax, N. S., 572-578 Barrington St.; D. J. Murphy, Mgr.; Tel: 31325
St. John's, Nfld., 3 Prescott St.; W. A. Brown, Mgr.; Tel: 38904
Toronto, Ont., 861 Bay St.; S. Slinger, Mgr.; Tel: Midway 0976
Vancouver, B. C., 550 Burrard St.; L. S. Hawkins, Mgr.; Tel: 0464
Winnipeg, Man., 149 Portage Ave., E.; W. F. Souch, Mgr.; Tel: 927255
Products: Transmitters, cameras, studio equipment

Cannon Electric Co.
Los Angeles 31, 3209 Humboldt St.; Don Davis, Mgr.; Tel: Capitol 5-1251
Benton Harbor, Mich., 267 Territorial St.; L. A. Whitney, Mgr.; Tel: Benton Harbor 52641
East Haven 12, Conn., 191 Kimberly Ave.; E. C. Quackenbush, Mgr.; Tel: Hobart 76329
Toronto, Ont., 2451 Danforth Ave.; Leonard Brooks, Mgr.
Products: Multo-contact electric connectors-hi-voltage, low-voltage, coaxial types for cameras, component parts

The Allen D. Cardwell Mfg. Corp.
Plainville, Conn., 97 Whiting St.; John F. Gibbs, Mgr.; Tel: 1070
Products: Monitors, color tubes

Centralab
Milwaukee 1, 900 E. Keefe Ave.; W. S. Parsons, Mgr.; Tel: Woodruff 2-9200
Products: Ceramic capacitors, printed electronic circuits, variable resistance controls, ceramic insulators and forms, lever, rotary and slide tone and selector switches

Clarkstan Corp.
Los Angeles 64, 11921 W. Pico Blvd.; R. S. Clarke, Mgr.; Tel: Arizona 9-6129
Products: Test films

Clebar Watch Agency
New York 17, 521 Fifth Ave.; Edward Trauner, Mgr.; Tel: Murray Hill 2-3890
Products: Precision timers, stop watches

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TExas 0-2812

Collins Radio Co.
Cedar Rapids, Iowa, 855 35th St., N. E.; R. H. Hollister, Mgr.; Tel: 3-0281
Burbank, Calif., 2700 W. Olive Ave.; Carl W. Service, Mgr.; Tel: Charleston 0-7117
Dallas 2, 1937 Irving Blvd.; James G. Flynn, Jr., Mgr.; Tel: Riverside 5126
Knoxville, Dogwood Rd., Fountain City; J. F. Stanbery, Mgr.; Tel: 6-4378
New York 18, 11 W. 42nd St.; W. J. Barkley, Mgr.; Tel: Longacre 4-3930-1-2-3
Products: Speech equipment and accessories

Commercial Radio-Sound Corp.
New York 22, 231 E. 47th St.; Arthur W. Schneider, Mgr.; Tel: Plaza 9-5100
Products: Antenna distributing systems

Conrac, Inc.
Glendora, Calif., 19217 E. Foothill Blvd.; W. J. Moreland, Mgr.; Tel: Fleetwood 5-1241
Products: Receivers. Private brand receivers

Continental Electronics Mfg. Co.
Dallas, 4212 S. Buckner Blvd.; W. M. Witty, Mgr.; Tel: Evergreen 1137
Products: Transmitters (VHF and UHF); antenna systems

The Daven Co.
Newark 4, N. J., 191 Central Ave.; E. Grayson, Mgr.; Tel: Mitchell 2-6555
Products: Special audio & video gain controls, volume controls, RF attenuators, transmission measuring sets, signal generators, video line pads and distortion networks, roll-off networks, voltage calibrators, equalizers, electronic voltmeters, output power meters, volume level indicators, distortion and noise meters, special video switches

DeWald Radio Mfg. Corp.
Long Island City 1, N. Y., 35-15 37th Ave.; L. N. Weiss, Mgr.; Tel: Stillwell 4-9334
Products: Receivers

Dresser Equipment Co. (Ideco Div.)
Columbus 8, Ohio, 875 Mich. Ave.; J. Roger Hayden, Mgr.; Tel: University 2123
Products: Steel towers—self-supporting and guyed types. Micro-wave relay towers

Allen B. DuMont Labs., Inc. (TV Transmitter Div.)
Clifton, N. J., 1000 Main Ave.; James B. Tharpe, Mgr.; Tel: Mulberry 4-7400
Products: VHF and UHF transmitters; transmitter control, monitoring equipment. Image orthicon camera; camera mounting equipment; sync generators; sync distribution amplifiers; sync switching units; terminal facilities equipment; amplifiers; Monochrome scanners; Universal color scanners; iconoscope film chains; 16mm film projectors; monitors; power supplies; patch panels, power panels and accessories; rack cabinets; microwave relays and associated equipment

Eastern Air Devices, Inc.
Brooklyn 17, N. Y.; 585 Dean St.; E. A. Janse, Mgr.; Tel: Sterling 3-3406
Products: Motors to rotate color discs

Eastern Mike-Stand Co.
Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, Mgr.; Tel: Dickens 2-3538
Products: Microphone stands, adapters

Eastman Kodak Co.
Rochester 4, N. Y., 343 State St.; C. E. Hyndam, Mgr.; Tel: Locust 6000
Chicago 2, 137 N. Wabash Ave.; K. M. Mason, Mgr.; Tel: Financial 6-2554
Hollywood 38, 6706 Santa Monica Blvd.; E. Huse, Mgr.; Tel: Hollywood 9-3101
New York 17, 342 Madison Ave.; E. M. Stifle, Mgr.; Tel: Murray Hill 7-7080
Products: 16 mm TV recording and motion picture cameras, projectors, lenses, films

Eidson Electronic Co.
Temple, Texas, 1802 N. Third St.; Merrill Eidson, Mgr.; Tel: 3-3901
Products: Frequency measuring service

Eitel-McCullough, Inc.
San Bruno, Calif., 798 San Mateo Ave.; Orrin H. Brown, Mgr.; Tel: Juno 8-1212
Products: Transmitting type vacuum tubes for RF driver and output stages in VHF and UHF services; video modulator tubes; picture tubes; air system sockets; power tube hardware

Electrical Tower Service, Inc.
Peoria, Ill., P. O. Box 1205; Merle Cupp, Mgr.; Tel: Peoria 39846
Products: Manufacturers, installers and erectors of all type towers and antennas and other equipment used in these installations

(Continued on page 194)

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(Continued from page 192)

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Buchanan, Mich., Carroll & Cecil Sts.; Webster F. Soules, Mgr.; Tel: Buchanan 1000
New York 16, 13 E. 40th St.; Jack Willson, Mgr.; Tel: Murray Hill 9-0200
Products: Microphones; loudspeakers; speaker enclosures; microphone stands and accessories

Electronic Service Corp.
Louisville 2, 12150 7th St.; S. A. Cisler, Mgr.; Tel: Clay 4811-4150
Products: Buy and sell new and used equipment all types

The Elmor Co.
Chicago 2, 29 E. Madison St.; M. J. Stillman, Mgr.; Tel: Central 6-9672
Products: Stop watches, timers, chronographs

Emerson Radio and Phonograph Corp.
New York 11, 111 Eighth Ave.; Stanley M. Abrams, Mgr.; Oregon 5-7000
Products: Receivers

Fairchild Recording Equipment Corp.
Whitestone, N. Y., 154th St. & 7th Ave.; Ray F. Crews, Mgr.; Tel: Independence 3-2100
Products: Synchronous tape recorder systems for film production, air monitor and direct playback from tape. Control track generator that makes most professional tape recorders suitable for synchronous recording

Federal Telecommunication Labs., Inc.
Nutley 10, N. J., 500 Wash. Ave.; Martin Silver, Mgr.; Tel: Nutley 2-3600
Wash. 6, D. C., 1025 Conn. Ave., N.W.; E. J. Girard, Mgr.; Tel: Executive 1697
Products: Transmitters, transmitter auxiliary equipment; antennas—VHF, UHF; camera equipment; microwave relay links, sound channel equipment

Federal Telephone and Radio Corp.
Clifton, N. J., 100 Kingsland Rd.; C. J. Harrison, Mgr.; Tel: Nutley 2-3600
Wash. 6, D. C.; 1025 Conn. Ave., N.W.; E. J. Girard, Mgr.; Tel: Executive 1697
Products: Transmitting, receiving tubes

Gates Radio Co.
Quincy, Ill., 123 Hampshire St.; Fred O. Grimwood, Mgr.; Tel: 8202
Houston, 2700 Polk Ave.; Wayne Marcy, Mgr.; Tel: Atwood 8536
Montreal 16, Que., 2442 Trenton Ave.; C. E. Tremblay, Mgr.; Tel: Atlantic 9441
New York 16, 13 E. 40th St.; L. J. Cervone, Mgr.; Tel: Murray Hill 9-0200
Wash. 5, D. C., 13th & E Sts., N. W.; O. J. McReynolds, Mgr.; Tel: Metropolitan 0522
Products: UHF, VHF transmitters from 500 to 5000 watts output power; complete studio control facilities; transmission lines; audio frequency equipment

(Continued on page 196)

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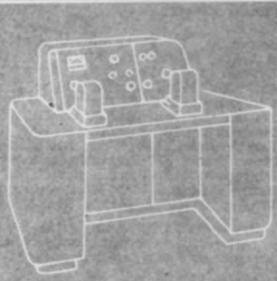

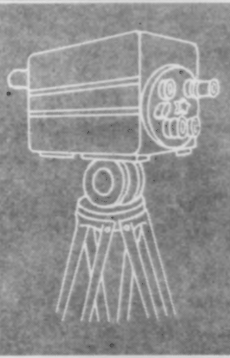
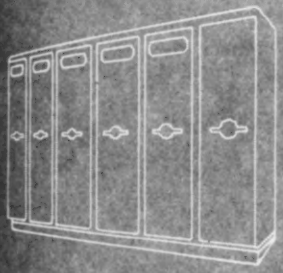
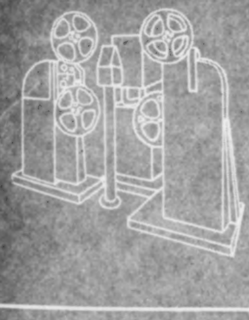

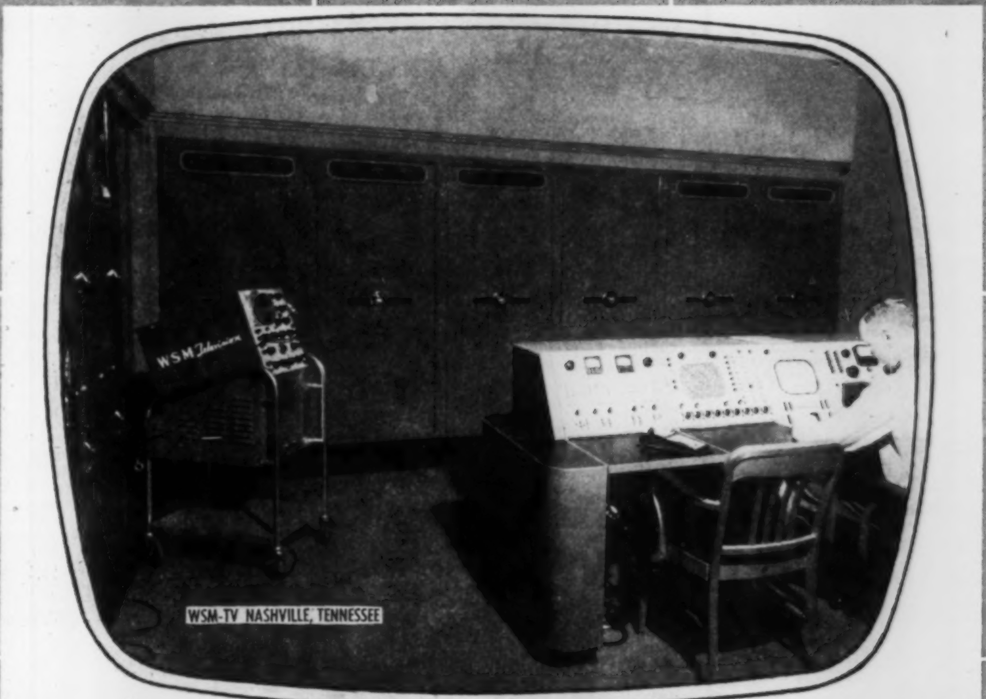

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(Continued from page 194)

General Electric Co.

Syracuse, N. Y., Electronics Park; F. P. Barnes, Mgr.; Tel: 76-4411
Atlanta, 187 Spring St. N. W.; J. M. Comer, Jr., Mgr.; Tel: Walnut 9767
Boston, 140 Federal St.; A. F. Wild, Mgr.; Tel: Hubbard 2-1800
Chicago, Merchandise Mart; L. Naum, Mgr.; Tel: Whitehall 4-3915
Cincinnati, 215 W. 3rd St.; J. Wall, Mgr.; Tel: Parkway 3431
Dallas, Normal Bldg.; J. H. Douglas, Mgr.; Tel: Prospect 7-4296
Houston, 4604 S. Main; H. W. Granberry, Mgr.; Tel: Justin 0657
Los Angeles, 530 W. Sixth St.; F. R. Walker, Mgr.; Tel: Trinity 3417
New York, 570 Lexington Ave.; C. J. Simon, Mgr.; Tel: Plaza 5-1311
Philadelphia, 1405 Locust St.; J. W. I. Cody, Mgr.; Pennypacker 5-9000
San Francisco, 235 Montgomery; C. T. Haist, Mgr.; Tel: Douglas 2-3740
Wash., D. C., 806 15th St., N. W.; R. J. Brown, Mgr.; Tel: Executive 3613

Products: VHF transmitter, VHF antennas, UHF transmitter, UHF antennas, monitoring equipment, studio and portable camera equipment, film projectors, test equipment

General Instrument Corp.

Elizabeth 3, N. J., 829 Newark Ave.; E. A. Freed, Mgr.; Tel: Elizabeth 3-4400
Chicago, 3147 Logan Sq.; Lee Ballengee, Mgr.; Tel: Albany 2-6466

Products: Tuners

General Precision Lab., Inc.

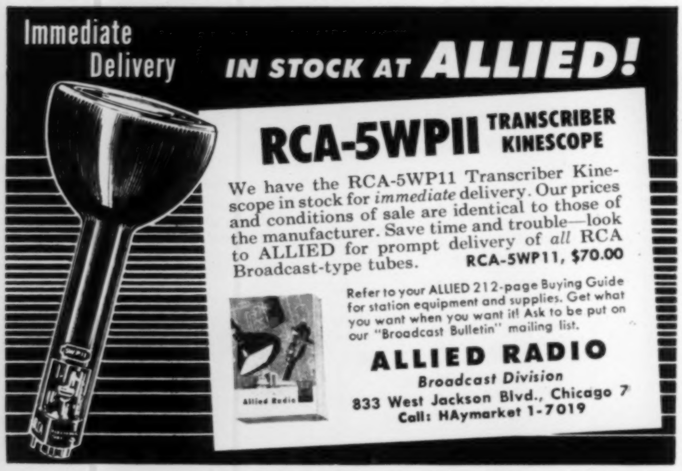
Pleasantville, N. Y., 63 Bedford Rd.; E. A. Hungerford, Jr., Mgr.; Tel: Pleasantville 2-2000

Products: Image orthicon chains, film chains, projectors, theatre TV intermediate film (videofilm) and direct (simplex), all video accessories, video recorders, 16mm rapid film processors

Graybar Electric Co., Inc.

New York 17, 420 Lexington Ave.; J. W. LaMarque, Mgr.; Tel: Lexington 2-4000
Atlanta 1, 333 North Ave., N.W.; E. W. Stone, Mgr.; Tel: Cypress 1751
Boston 16, 287 Columbus Ave.; J. P. Lynch, Mgr.; Kenmore 6-4567
Chicago 7, 850 W. Jackson Blvd.; E. H. Taylor, Mgr.; Tel: Canal 6-4100
Cincinnati 10, 115-129 W. McMicken Ave.; W. H. Hansher, Mgr.; Tel: Main 0600
Cleveland 14, 1010 Rockwell Ave.; A. C. Schwager, Mgr.; Tel: Cherry 1-1360
Dallas 1, 717 Latimer St.; C. C. Ross, Mgr.; Tel: Randolph 6452
Detroit 1, 55 W. Canfield Ave.; P. L. Gundy, Mgr.; Tel: Temple 1-5500
Houston, 1702 Cullen Blvd.; R. T. Asbury, Mgr.; Tel: Atwood 4571
Jacksonville 1, 12th & Main Sts.; W. C. Winfree, Mgr.; Jacksonville 6-7611
Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, Mgr.; Tel: Baltimore 1644
Long Island City 1, N. Y., 21-15 Bridge Plaza N.; J. J. Connolly, Mgr.; Tel: Stillwell 6-5858
Los Angeles 54, 210 Anderson St.; R. B. Thompson, Mgr.; Tel: Angeles 3-7282
Minneapolis 15, 824 S. Fourth St.; C. W. Greer, Mgr.; Tel: Geneva 1621
Philadelphia 7, 910 Cherry St.; J. W. Crockett, Mgr.; Tel: Walnut 2-5405
Pittsburgh 12, 900 Ridge Ave.; R. F. Grossett, Mgr.; Tel: Allegheny 1-4100
Richmond 19, Va., 10 S. Sixth St.; E. C. Toms, Mgr.; Tel: Richmond 7-3491
San Francisco 3, 1750 Alameda St.; K. G. Morrison, Mgr.; Tel: Market 1-5131
Seattle 4, King & Occidental Sts.; D. I. Craig, Mgr.; Tel: Mutual 0123
St. Louis 3, 2642 Wash. Ave.; J. P. Lenkerd, Mgr.; Tel: Newstead 4700

Products: Video and audio transmitters, antennae, antenna tower, transmission line products, microwave link equipment, frequency and modulation monitors, transmitter and studio testing and measuring equipment, film and camera chain equipment, flying spot scanners, synch. generators, video monitors' and switching equipment, speech input equipment, audio and video and distribution amplifiers, power supplies, microphones and accessories, transcription turntables, tape recorders and reproducers, loudspeakers, meters, electron tubes, keys, condensers, jack mountings, rack cabinets, wiring supplies and connectors, cabling, emergency power plant and associated apparatus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Broadcast Division
833 West Jackson Blvd., Chicago 7
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Chicago 24, 4401 W. Fifth Ave.; Michael D. Kelly, Mgr.; Tel: Van Buren 6-6300
Products: Receivers

The Hammarlund Mfg. Co., Inc.

New York 1, 460 W. 34th St.; W. E. Darden, Mgr.; Tel: Longacre 5-1300
Products: Remote control equipment; variable air capacitors

Harvey Radio Co., Inc.

New York 18, 103 W. 43rd St.; Harvey E. Sampson, Mgr.; Tel: Luxemburg 2-1500
Products: Electronic distributors of broadcast supplies, tape recorders, tubes, batteries, test equipment, audio systems

Hewlett-Packard Co.

Palo Alto, Calif., 395 Page Mill Rd.; W. Noel Eldred, Mgr.; Tel: Davenport 2-4651
Products: Monitors

Hoffman Radio Corp.

Los Angeles 7, 3761 S. Hill St.; R. J. McNeely, Mgr.; Tel: Richmond 7-9661
Chicago, 219 E. North Water St.; H. L. Bredlow, Mgr.; Tel: Mohawk 4-3392
Dallas, 1118 Jackson St.; Dean Benton, Mgr.; Tel: Riverside 6051
New York 7, 30 Church St.; D. W. May, Mgr.; Tel: Bowling Green 9-7698
San Francisco, 325 Ninth St.; Walter Epstein, Mgr.; Tel: Underhill 3-4060
Products: Receivers—home use

The Houston-Fearless Corp.

Los Angeles 64, 11801 W. Olympic Blvd.; K. B. Elliott, Mgr.; Tel: Bradshaw 2-4331
Products: Dollies, cranes, tripods, friction heads, geared heads, tilt heads, pedestals, film processors, printers

Hughey & Phillips

Los Angeles 4, 4075 Beverly Blvd.; Paul Hennes, Mgr.; Tel: Normandy 3-2247
New York 17, 60 E. 42nd St.; H. J. Geist, Mgr.; Tel: Murray Hill 7-1550
San Francisco 5, 272 Fremont St.; William McWatters, Mgr.; Tel: Exbrook 2-4464
Products: Complete line tower lighting equipment—Antenna accessories (tower chokes, grids, etc.). Microwave automatic alarm systems for unattended stations. Photoelectric controls, flasher mechanisms, code beacons, replacement parts for all of above

Hunt & Piper Mfg. Co.

Hollywood 38, 7045 Romaine St.; Thomas E. Hunt, Mgr.; Tel: Hempstead 2236
Products: Lighting equipment; remote control dimmer equipment; mike boom

Hytron Radio & Electronics Co. (A Div. of CBS, Inc.)

Salem, Mass., 76 Lafayette St.; John Q. Adams, Mgr.; Tel: Salem 2260
Chicago 39, 4000 W. North Ave.; George M. Deters, Mgr.; Tel: Capitol 6500
New York 16, 432 Fourth Ave.; Fred H. Garcelon, Mgr.; Tel: Murray Hill 4-4178—79
Products: Picture, receiving tubes

Inspacian Image Forming Systems

Hollywood 28, 6500 Yucca St.; I. Melville Twerwilliger, Mgr.; Tel: Hollywood 9-2961
Products: Inspacian image forming instruments*
*for use under license only

Jensen Mfg. Co.

Chicago 38, 6601 S. Laramie; Ralph P. Glover, Mgr.; Tel: Portsmouth 7-7600
Products: Triaxial, coaxial and single-unit direct radiator loudspeakers for monitoring, talk-back; public address systems

Johns-Manville Sales Corp.

New York 16, 22 E. 40th St.; Paul J. Washburn, Mgr.; Tel: Lexington 2-7600
Products: Acoustical materials

E. F. Johnson Co.

Waseca, Minn., 206 2nd Ave., S.W.; M. W. Will, Mgr.; Tel: 990
Products: Coaxial line-antennas

J. H. Keeney & Co., Inc.

Chicago 32, 2600 W. 50th St.; Robert A. Guichard, Mgr.; Tel: Hemlock 4-5500
Products: Home receivers

James B. Lansing Sound, Inc.

Los Angeles 39, 2439 Fletcher Dr.; William H. Thomas, Mgr.; Tel: Normandy 3-2545
Products: Loudspeakers; divided network loudspeaker systems; high frequency drivers; acoustic lens

(Continued on page 198)

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MYCALEX

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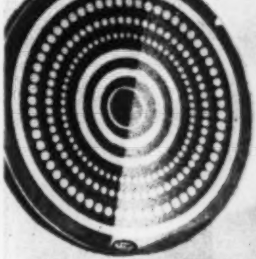

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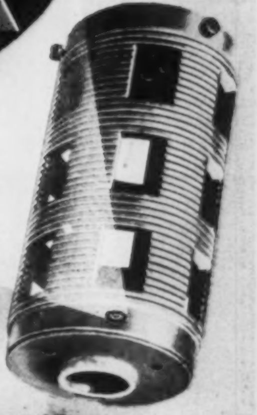
Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage — including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.



INJECTION MOLDED GRADES

MYCALEX 410

Mycalex 410 is approved fully as Grade L-4B under National Military Establishment Specification JAN-I-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0015
Dielectric Constant, 1 megacycle	9.2
Loss Factor, 1 megacycle	0.014
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	1×10^{15}
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

MYCALEX 410X

Power Factor, 1 megacycle	0.012
Dielectric Constant, 1 megacycle	6.9
Loss factor, 1 megacycle	0.084
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	5×10^{14}
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

Mycalex 410X can be injection molded, with or without metal inserts, to extremely close tolerances.

MACHINEABLE GRADES

MYCALEX 400

Mycalex 400 is approved fully as Grade L-4A under National Military Establishment Specification JAN-I-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0018
Dielectric Constant, 1 megacycle	7.4
Loss Factor, 1 megacycle	0.013
Dielectric Strength, volts/mil	500
Volume Resistivity, ohm-cm	2×10^{15}
Arc Resistance, seconds	300
Max. Safe Operating Temp., °C	370
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

MYCALEX K-10

Dielectric Constant, 1 megacycle	10.6
Q Factor, 1 megacycle	300
Loss Factor, 1 megacycle	0.034
Dielectric Strength, volts/mil (0.10 in. thickness)	270
Fractional Decrease of Capacitance with Temperature Change	0.0056
Fractional Increase of Capacitance with Temperature Change	0.0076

Mycalex K-10 conforms fully to Grade HIC5H4 under National Military Establishment Specification JAN-I-12.

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ECONOMICAL — Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

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MYCALEX K

embraces an entire series of capacitor dielectrics, each with specific characteristics. These can be supplied on special order in sheets 14"x18" in area and from ⅛" to 1" in thickness, also available in rods. MYCALEX K can be machined to close tolerance or molded.

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DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 196)

The LaPointe Plascomold Corp.
Windsor Locks, Conn.; Fred A. Hess, Mgr.; Tel: Windsor Locks 1690
Products: Receiving antennas; towers; lightning arresters; antenna accessories; boosters; antenna divider networks

Leach Relay Co.
Los Angeles 3, 5915 Avalon Blvd.; James L. Elliott, Mgr.; Tel: Adams 8221
Products: Electrical relays

Lehigh Structural Steel Co.
New York, 17 Battery Pl.; J. F. Neary, Mgr.; Tel: Whitehall 4-1424
Washington, D. C., 2539 Pa. Ave., N. W.; Mrs. Alva J. Myers, Mgr.; Tel: Dupont 3457
Products: Supporting towers

John E. Lingo & Son, Inc.
Camden 5, N. J., 2814 Buren Ave.; John E. Lingo, Mgr.; Tel: Woodlawn 4-0487
Products: Transmitting antennas; supporting poles for receiving antennas

Machlett Laboratories, Inc.
Springdale, Conn., 1063 Hope St.; H. J. Hoffman, Mgr.; Tel: Stamford 4-5781
Products: High power transmitting and rectifier tubes

Magnecord, Inc.
Chicago 1, 360 N. Mich. Ave.; C. G. Barker, Mgr.; Tel: Andover 3-3737
Products: Magnetic tape and film recorders, reproducers

J. A. Maurer, Inc.
Long Island City 1, N. Y., 37-01 31st St.; L. A. Root, Mgr.; Tel: Stillwell 4-4600
Los Angeles 35, 1107 S. Robertson Blvd.; A. H. Lipman, Mgr.; Bradshaw 2-4602
Products: 16-mm professional motion picture cameras, sound-on-film and magnetic recording equipment; accessories

Measurements Corp.
Boonton, N. J.; Nelson C. Doland, Jr., Mgr.; Tel: Boonton 8-2131
Products: Test equipment

Milo Radio & Electronics Corp.
New York 7, 200 Greenwich St.; M. Putterman, Mgr.; Tel: Beekman 3-2980
Products: Distributors all types electronic equipment

Minnesota Mining and Mfg. Co.
St. Paul 6, 900 Fauquier Ave.; Roy J. Gavin, Mgr.; Tel: Cedar 3071
Atlanta 3, 133 Carnegie Way; C. M. Jacobson, Mgr.; Tel: Lamar 5621-22
Boston 10, 51 Sleeper St.; E. F. Gregg, Mgr.; Tel: Hancock 6-2586

(Continued on page 200)

Floating Action! for all TV Cameras

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
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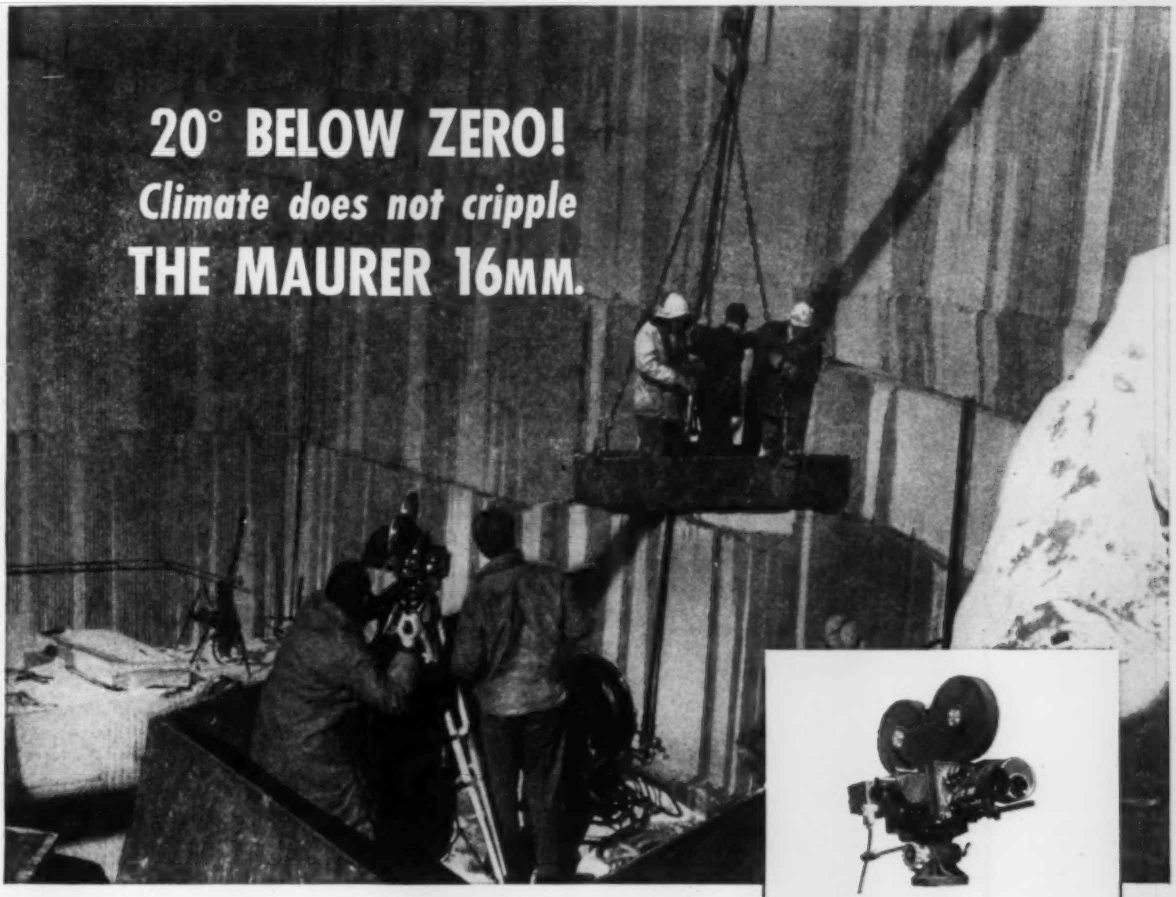
20° BELOW ZERO!

Climate does not cripple

THE MAURER 16MM.



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder, Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

This remarkable photo shows the Maurer 16mm. Professional Camera shooting a scene at twenty degrees below zero . . . one hundred and fifty feet down in a marble quarry!

But that Maurer is getting perfect pictures . . . it was designed not to "freeze up." The Maurer 16's *dependability* under all conditions is only one of many reasons why the nation's top professionals choose this fine camera for all phases of professional motion picture production.

Hair-line accuracy . . . precise high-power focusing . . . the 235° dissolving shutter . . . and many special exclusive features all add up to finer motion pictures with the Maurer 16mm. Top results mean economical results too!

Write us for more information about how the Maurer 16mm. can answer your motion picture production problems.

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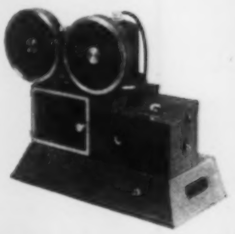
means finer motion pictures!



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THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

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(Continued from page 198)

Buffalo 3, N. Y., 210 Ellicott St.; J. J. McDonald, Mgr.; Tel: Cleveland 4965-66
Chicago 8, 1500 S. Western Ave.; A. J. Forss, Mgr.; Tel: Monroe 6-6126
Cincinnati 2, 49 Central Ave.; J. J. O'Brien, Mgr.; Tel: Parkway 5700-01-02
Cleveland 13, 1200-1220 W. 9th St.; J. J. O'Brien, Mgr.; Tel: Boulevard 2-5200
Dallas 1, 212 S. St. Paul St.; S. P. Van Arsdall, Mgr.; Tel: Riverside 4633
Detroit 13, 8825 Grinnell Ave.; J. J. O'Brien, Mgr.; Tel: Trinity 5-7111
Grand Rapids 4, 815 Monroe Ave., N. W.; A. J. Forss, Mgr.; Tel: Glendale 6-8577, 6-8578
High Point 3, N. C., 1501 S. Main St.; C. M. Jacobson, Mgr.; Tel: 3496
Hollywood 36, 446 N. La Brea; R. J. Gavin, Mgr.; Tel: Webster 11289
Los Angeles 54, 6411 Randolph St.; M. D. Benson, Mgr.; Tel: Angelus 3-6131
New York, 700 Grand Ave. (Ridgefield, N. J.); E. F. Gregg & J. J. McDonald, Mgrs.; Tel: Morsemere 6-6700
Philadelphia 8, 401 N. Broad St.; C. M. Jacobson, Mgr.; Tel: Lombard 3-2900
Pittsburgh 19, Plaza Bldg.; J. J. O'Brien, Mgr.; Tel: Atlantic 1-2075-76-77
St. Louis 8, 3700 Forest Park Blvd.; S. P. Van Arsdall, Mgr.; Tel: Lucas 5269
St. Paul 1, Minn. (District Sales office only), 367 Grove St.; R. J. Gavin, Mgr.; Tel: Cedar 3071
San Francisco 10, 450 Alabama St.; M. D. Benson, Mgr.; Tel: Underhill 3-4480
Seattle 4, 1242 6th Ave. S.; M. D. Benson, Mgr.; Tel: Seneca 4554-55-56-57

Products: "Scotch" brand magnetic sound recording tape, film, related accessories; splicing tape, leader and timing tape

Mole-Richardson Co.

Hollywood 38, Calif., 937 N. Sycamore Ave.; E. C. Palmer, Mgr.; Tel: Hillside 8305

Products: Special lighting equipment

Moody Machine Products Co., Inc.

Providence 5, 42 Dudley St.; Jack Moody, Mgr.; Tel: Gaspee 1-3317

Products: Precision screw driver, drill & driver, wrench sets, scribers

Mycalex Corp. of America

New York 20, 30 Rockefeller Plaza; Jerome Taishoff, Mgr.; Tel: Columbus 5-5989
Clifton, N. J. (plant, gen'l offices), 60 Clifton Blvd.; J. L. Robertson, Mgr.; Tel: Prescott 9-8866

Products: Glass-bonded mica high frequency low loss insulation compression-molded and injection-molded grades, for tuners, microphones and other components; miniature and sub-miniature tube sockets

National Co., Inc.

Malden 48, Mass., 61 Sherman St.; W. P. Ready, Mgr.; Tel: Malden 2-7950

Products: Receivers

Otto K. Olesen Co.

Hollywood 28, Calif., 1534 Cahuenga Blvd.; Noble B. Gowing, Mgr.; Gladstone 5194

Products: Studio lighting equipment, lighting control equipment, dimmer and lighting control consoles, microphone booms

ORRadio Industries, Inc.

Opelika, Ala., T-120 Marvyn Rd.; J. Herbert Orr, Mgr.; Tel: 1123-W

Products: Magnetic sound recording tape

Oxford Electric Corp.

Chicago 15, 3911 S. Mich. Ave.; John A. Proctor, Jr., Mgr.; Tel: Atlantic 5-6161

Products: Loudspeakers; miniature (dial) lamps

Packard-Bell Co.

Los Angeles 64, 12333 W. Olympic Blvd.; Kenneth R. Johnson, Mgr.; Tel: Arizona 7-6721

Products: Receivers

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Chicago 39, 4900 W. Grand Ave.; R. S. Fenton, Mgr.; Tel: Berkshire 7-3200
Glendale 5, Calif., 236 S. Verdugo Rd.; J. Mutschler, Mgr.; Tel: Chatnam 5-1706

Products: Studio monitoring, high fidelity loudspeakers; high fidelity monitoring dynamic, standard fidelity dynamic headsets; magazine load voice tape recorders

Pioneer Scientific Corp.

Great Neck, L. I., N. Y., 161 Great Neck Rd.; Hunter L. Delatour, Jr., Mgr.; Tel: Great Neck 2-9500

Products: Polaroid filters

Polarad Electronics Corp.

Brooklyn 11, N. Y., 100 Metropolitan Ave.; Leo Gross, Mgr.; Tel: Stagg 2-3464

Products: Camera chain; synchronizing generator; monoscope signal source; picture and waveform monitor; studio picture monitor; distribution amplifier; portable picture monitor; portable oscilloscope; regulated power units; cue system

Presto Recording Corp.

Paramus, N. J., P. O. Box 500, Hackensack, N. J.; Thomas B. Aldrich, Mgr.; Tel: Diamond 3-5700
Buffalo, Ellicott Sq. Bldg.; Robert W. Mitcher, Mgr.; Tel: Garrison 2-0238
Chicago, 720 Main St., Evanston, Ill.; Warren Cozzens, Mgr.; Tel: Davis 8-4800
Clayton, Mo., 135 N. Central Ave.; Lee Maynard, Mgr.; Tel: Delmar 3723
Cleveland, 1836 Euclid Ave.; Ernest P. Scott, Mgr.; Tel: Main 1565
Dallas, 505 N. Ervar St.; J. Earl Smith, Mgr.; Tel: C-2966
Detroit, 14595 Abington Rd.; R. A. Adams, Mgr.; Tel: Vermont 8-1344
Los Angeles, 2331 W. Wash. Blvd.; Lee Owens, Mgr.; Tel: Republic 0203
New York, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
Seattle, 2601 First Ave.; Lloyd Marsh, Mgr.; Tel: Main 8762
Silver Spring, Md., 8614 Georgia Ave.; Morris F. Taylor, Mgr.; Tel: Shepherd 4002

Products: Disc recording, transcription; tape recording, transcription equipment; amplifiers; equalizers, blank recording discs

Producers Service Co.

Burbank, Calif., 2704 W. Olive Ave.; Edward Furer, Mgr.; Tel: Rockwell 9-3144

Products: Recording cameras; special effects and animation equipment

Radio Corp. of America (RCA Victor Div., Engineering Products Dept., Broadcast Equipment Section)

Camden, N. J., Front & Cooper Sts.; C. M. Lewis, Mgr.; Tel: Woodlawn 3-8000
Atlanta 3, Forsyth Bldg.; Tel: Walnut 5946
Chicago 11, 666 N. Lake Shore Dr.; Tel: Delaware 7-0700
Cleveland 15, Keith Bldg.; Tel: Cherry 1-3450
Dallas 1, 1907-11 McKinney Ave.; Tel: R-1371-72-73
Hollywood 28, Calif., 1560 N. Vine St.; Tel: Hollywood 9-2154
New York 20, 36 W. 49 St.; Tel: Circle 6-4030

Products: Audio equipment; video equipment—field, relay equipment; mobile unit; studio cameras, film equipment, studio control equipment, monoscope; sync generator; amplifiers; power supplies; studio lighting; accessories. Transmitters; antennas; test and measuring equipment

RCA Victor Co. Ltd.

Montreal 30, Que., 1001 Lenoir St.; H. S. Walker, Mgr.; Tel: Wellington 7551
Calgary, Alta., 1210 11th Ave. W.; E. Large, Mgr.; Tel: M-3928
Halifax, N. S., 99 Brunswick St.; C. C. Bowers, Mgr.; Tel: 3-6186
Toronto, Ont., 1170 Yonge St.; L. W. Boothe, Mgr.; Tel: Midway 5421
Vancouver, B. C., 1206 Homer St.; C. W. Smith, Mgr.; Tel: Marine 4241
Winnipeg, Man., 168 Market St.; H. Ramsey, Mgr.; Tel: 97-201

Products: Transmitters, studio equipment, antennas

Radio-Music Corp.

Port Chester, N. Y., 84 S. Water St.; Lionel B. Cornwell, Mgr.; Tel: Byram River 6-8620

Products: Transcription reproducers, turntables, amplifiers; special filter networks and transformers

Rangertone, Inc.

Newark 4, N. J., 73 Winthrop St.; Sam L. Ackerman, Mgr.; Tel: Humboldt 5-2550

Products: High fidelity magnetic tape recorders—telemetering recorders, synchronous recorders for motion picture use—magnetic heads

Rissi Electronic Supply Co.

Detroit 1, 1112 W. Warren Ave.; Virgil A. Wilton, Mgr.; Tel: Temple 2-5611

Products: Distributors image orthicons, iconoscopes, kinescopes, allied equipment

Ryder 16 MM Services, Inc.

Hollywood 38, 1161 Vine St.; Fred Hynes, Mgr.; Tel: Hollywood 9-3511

Products: Magnetic sound recording and editing equipment

Scenic Backgrounds, Inc.

Hollywood 29, 1215 Bates Ave.; J. M. Grode, Mgr.; Tel: Normandie 2-1128

Products: Painted color evaluated backgrounds and built sets

Schumaker Construction Co.

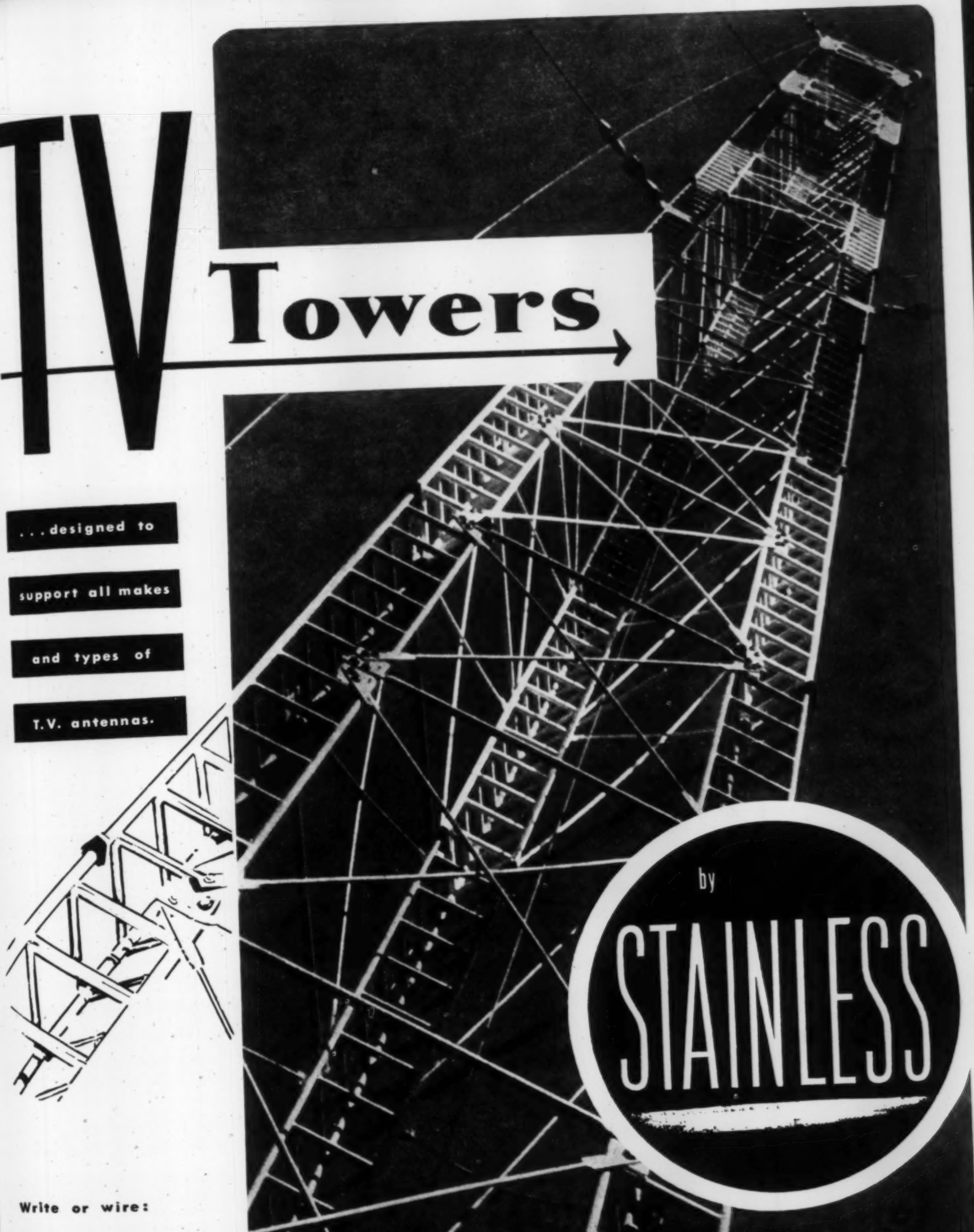
Michigan City, Ind., E. Mich. St. at Warnke Rd.; Kenneth F. Schumaker, Mgr.; Tel: 3-3218

Products: Tower, antenna erection; transmission line work

(Continued on page 202)

TV Towers

...designed to support all makes and types of T.V. antennas.



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(Continued from page 200)

Hermon Hosmer Scott, Inc.
Cambridge 39, Mass., 385 Putnam Ave.; Victor H. Pomper, Mgr.; Tel: Kirkland 7-0565
Chicago 10, 510 N. Dearborn St.; R. Karet, Mgr.; Tel: Whitehall 4-6345
Dallas 1, 2011 Cedar Springs; J. Schoonmaker, Mgr.; Tel: Sterling 3335
New York 7, 11 Park Pl.; S. S. Egert, Mgr.; Tel: Worth 4-0996
Philadelphia 19, 395 E. Cliveden St.; H. Estersohn, Mgr.; Tel: Victor 8-2836
Pittsburgh 16, 1565 McFarland Rd.; E. Tydings, Mgr.; Tel: Fieldbrook 1-5100
Products: Dynamic noise suppressors

Shallcross Mfg. Co.
Collingdale, Pa., 520 Pusey Ave.; John S. Shallcross, Mgr.; Tel: Sharon Hill 4700
Products: Attenuators

Shure Brothers, Inc.
Chicago 10, 225 W. Huron St.; J. H. Morin, Mgr.; Tel: Delaware 7-4550
Products: Uni-directional moving-coil broadcast type dynamic microphone with cardioid pickup pattern and extended high-fidelity frequency response

Sierra Electronic Corp.
San Carlos, Calif., 1050 Brittan Ave.; W. Feldscher, Mgr.; Tel: Lytell 3-2104
Products: Transmitters—links

Mark Simpson Mfg. Co., Inc.
Long Island City 3, N. Y., 32-28 49th St.; David Libsohn, Mgr.; Tel: Ravenswood 8-5810
Products: Audio amplifiers, single stage boosters, dual speed boosters

Skyline Tower Co.
Chicago 36, 5900 S. Ashland Ave.; Walter E. Smith, Mgr.; Tel: Walbrook 5-1288
Products: Guyed, self-supporting, microwave towers; microwave, passive, parabolic reflectors

Rawdon Smith Associates, Inc.
Wash. 6, D. C., 1710 Rhode Island Ave., N. W.; John Shields, Mgr.; Tel: District 1970
Products: Multiple copies of magnetic tape recordings

Sound Apparatus Co.
Stirling, N. J.; A. W. Niemann, Mgr.; Tel: Millington 7-0600
Products: Graphic recorders

The Soundscriber Corp.
New Haven 4, Conn., 146 Munson St.; R. W. Davidson, Mgr.; Tel: 7-2125
Products: Recording equipment

Stainless, Inc.
North Wales, Pa., Third & Montgomery Sts.; Henry J. Guzewicz, Mgr.; Tel: North Wales 874
New York 7, 50 Church St.; Henry J. Guzewicz, Mgr.; Tel: Digby 9-4379
Phoenix, 5711 N. 14th Pl.; Frank Cooke, Mgr.; Tel: Phoenix 3-7235
Products: Self-supporting, guyed towers

The Stancil-Hoffman Corp.
Hollywood 38, Calif., 1016 N. Highland Ave.; William V. Staneil, Mgr.; Tel: Hillside 7461
New York 17, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
Honolulu 14, T. H., 1545 S. Berentanio; Theodore Y. Takase, Mgr.; Tel: 93769
Products: Magnetic film recorders and reproducers. Adaption kits from optical to magnetic sound-on TV projectors for striped magnetic film. Interlocked drives for projectors and sound equipment

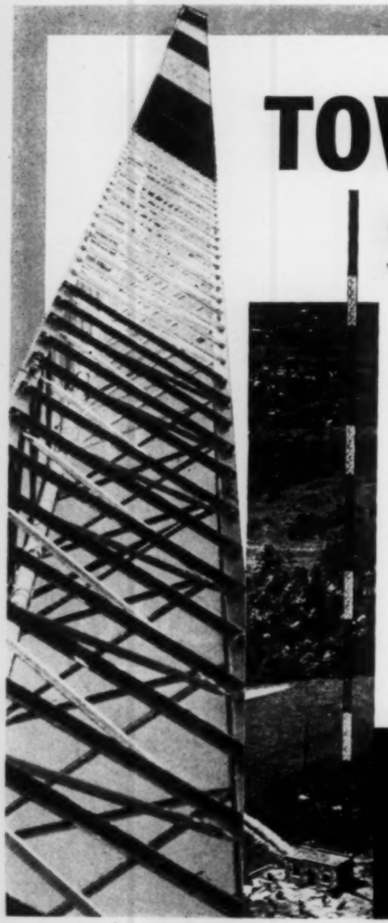
Standard Electronics Corp.
Newark, 385 Emmett St.; David P. Bonner, Mgr.; Tel: Bigelow 3-5540
New York 18, 25 W. 43rd St.; J. H. Ganzenhuber, Mgr.; Tel: Bryant 9-1082
Products: Broadcast transmitter (VHF), associated equipment

Television Equipment Co.
Chicago 5, 1318 S. Wabash Ave.; M. A. Behrend, Mgr.; Tel: Harrison 7-1447
Products: Motion picture reels

Television Equipment Corp.
New York 38, 238 William St.; John B. Milliken, Mgr.; Tel: Beekman 3-6750
Products: Oscilloscopes, camera chains, color equipment, airborne electronic equipment

Television Utilities Corp.
New York 1, 1261 Broadway; A. E. Siegel, Mgr.; Tel: Murray Hill 4-2532
Products: Video monitors

(Continued on page 204)



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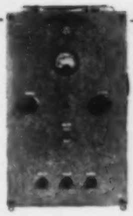

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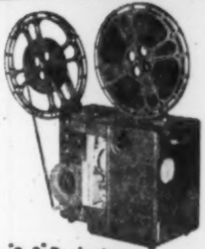

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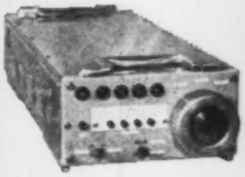

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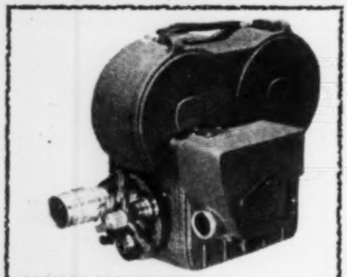

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TV Equipment Manufacturers

(Continued from page 202)

Tower Construction Co.
Sioux City 3, 107 Fourth St.; M. M. Lasensky, Mgr.; Tel: 5-7653
Products: Towers and erection of towers and installation antennae and coaxial line

Tower Engineering & Construction Co.
Houston 3, 2930 Pease; C. E. Norton, Mgr.; Tel: Central 7378
New York, 41 E. 42nd St.; Malcolm W. Black, Mgr.; Tel: Vanderbilt 6-2960
Products: Construction and erection radio towers

Tower Sales & Erecting Co.
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303
Products: Supporting towers. Erection, lighting, painting. Installation coaxial lines

Trans-Lux Corp.
New York 20, 1270 Sixth Ave.; A. Giles, Mgr.; Tel: Circle 7-4970
Products: Teleprocess slide projector and rear projection screens for scenery backgrounds in studios

Truscon Steel Co.
Youngstown 1, Albert St.; George F. Bateson, Mgr.; Tel: Youngstown 32171
Boston 27 (South), 307 Dorchester Ave.; C. H. Watt, Mgr.; South Boston 8-2420-21-22
Buffalo 3, Rand Bldg.; R. A. Bohling, Mgr.; Tel: Madison 5767-9
Chicago 6, 201 N. Wells St.; C. L. Spatholt, Mgr.; Tel: Franklin 2-4600
Cleveland 15, Hanna Bldg. Annex; L. F. Stormont, Mgr.; Tel: Superior 1-9010
Dallas 1, M & W Tower Bldg.; H. T. Swanson, Mgr.; Tel: Randolph 5448
Kansas City 6, Mo., 1012 Baltimore Ave.; A. A. Raymond, Mgr.; Tel: Harrison 3673
Los Angeles 22, P. O. Box 6788, E. Los Angeles Branch; G. R. Roden, Mgr.; Tel: Underhill 0-1375
Minneapolis 2, Baker Bldg.; John W. Davies, Mgr.; Tel: Main 5537
New York, 48-18 Northern Blvd., Long Island City 1; C. D. Loveland, Mgr.; Tel: Astoria 4-2410
Omaha 2, Insurance Bldg.;J. R. Rippey, Mgr.; Tel: Harney 7353
Portland 12, 2139 N. Kerby Ave.; C. W. Anderson, Mgr.; Tel: Trinity 1153
St. Louis 3, Shell Bldg.; W. H. Hogeland, Mgr.; Tel: Central 0146
San Francisco 5, 604 Mission St.; G. F. Carney, Mgr.; Tel: Yukon 2-6633
Washington 5, D. C., Investment Bldg.; F. W. Youry, Mgr.; Tel: District 0883
Products: Steel towers for TV antenna

The Turner Co.
Cedar Rapids, 909 17th St., N. E.; H. M. Murdock, Mgr.; Tel: 3-8144
Products: Microphones, signal boosters

U. S. Recording Co.
Wash. 5, D. C., 1121 Vermont Ave., N. W.; Eugene Rosen, Mgr.; Tel: Lincoln 3-2705
Products: Complete studio facilities for recording both tape and transcriptions

United States Television Mfg. Corp.
New York 23, 3 W. 61st St.; Hamilton Hoge, Mgr.; Tel: Circle 6-4255
Products: Receivers; theatre projection systems

United States Tower Co.
Petersburg, Va., Union Trust Bldg.; John J. Hoke, Mgr.; Tel: 3347-48
Products: Supporting antenna towers

Universal General Corp.
New York 13, 324 Canal St.; Morris Greenberg, Mgr.; Tel: Walker 5-9642
Products: Conversion, accessories, kits

University Loudspeakers, Inc.
White Plains, N. Y., 80 S. Kensico Ave.; Lawrence J. Epstein, Mgr.; Tel: White Plains 6-7700
Products: Loudspeakers, high fidelity, monitor

The Ward Products Corp. (Div. of The Gabriel Co.)
Cleveland 3, 1523 E. 45th St.; J. L. Fine, Mgr.; Tel: Express 1-3300
Products: Receiving antennas

West Coast Electronics Co.
Los Angeles 6, 1601 S. Burlington Ave.; John P. Daily, Mgr.; Tel: Prospect 5041
Products: Chassis

Weston Electrical Instrument Corp.
Newark 5, N. J., 614 Frelinghuysen Ave.; E. T. Higgons, Mgr.; Tel: Bigelow 3-4700
Chicago 6, 205 W. Wacker Dr.; P. A. Westburg, Mgr.; Tel: Franklin 2-4656
New York 7, 50 Church St.; W. J. Healey, Mgr.; Tel: Worth 4-3510
Wash. 11, D. C., 6230 Third St., N. W.; L. F. Parachini, Mgr.; Tel: Tuckerman 3-4697
Products: Insulation, circuit testers; vacuum tube voltmeters; electronic test equipment; VU and DB meters; panel instruments

Wincharger Corp.
Sioux City 2, E. 7th at Division; V. V. Holmes, Mgr.; Tel: 2-1844
Products: Antenna support towers

Wind Turbine Co.
West Chester, Pa., E. Market St. & Pa. Railroad; A. I. Wason, Mgr.; Tel: West Chester 3110
Products: Supply, installation guyed towers; micro-wave relay towers

The Workshop Associates (Div. of The Gabriel Co.)
Needham Hghts. 94, Mass., 135 Crescent Rd.; C. W. Creaser, Mgr.; Tel: Needham 3-0005
Products: Antennas; connectors

Wright Zimmerman, Inc.
New Brighton, Minn.; 330 S. 5th; Joseph D. Zimmerman, Mgr.; Tel: Nestor 8877
Products: Speakers, microphones, relays

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FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

Selected Sections as Amended to Jan. 1, 1952.

Compiled With the Co-operation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulations.

Classification of TV Stations and Allocation of Frequencies

§3.601 *Numerical designation of television channels.*—The channels or frequency bands set forth below are available for television broadcast stations.*

Channel No.	*Megacycles*	*Channel No.*	*Megacycles*
2	54-60	43	644-650
3	60-66	44	650-656
4	66-72	45	656-662
5	76-82	46	662-668
6	82-88	47	668-674
7	174-180	48	674-680
8	180-186	49	680-686
9	186-192	50	686-692
10	192-198	51	692-698
11	198-204	52	698-704
12	204-210	53	704-710
13	210-216	54	710-716
14	470-476	55	716-722
15	476-482	56	722-728
16	482-488	57	728-734
17	488-494	58	734-740
18	494-500	59	740-746
19	500-506	60	746-752
20	506-512	61	752-758
21	512-518	62	758-764
22	518-524	63	764-770
23	524-530	64	770-776
24	530-536	65	776-782
25	536-542	66	782-788
26	542-548	67	788-794
27	548-554	68	794-800
28	554-560	69	800-806
29	560-566	70	806-812
30	566-572	71	812-818
31	572-578	72	818-824
32	578-584	73	824-830
33	584-590	74	830-836
34	590-596	75	836-842
35	596-602	76	842-848
36	602-608	77	848-854
37	608-614	78	854-860
38	614-620	79	860-866
39	620-626	80	866-872
40	626-632	81	872-878
41	632-638	82	878-884
42	638-644	83	884-890

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* [EDITOR'S NOTE: By order adopted May 5, 1948, effective June 14, 1948, FCC deleted TV channel No. 1 by allocating 44-50 mc to non-government fixed and mobile services. The sharing of Channels 2-13 by non-television services was eliminated at the same time. At end of 1951, FCC had pending a proposal to allocate 70 channels in the 470-890 mc area for commercial television operation, and to revise the existing TV rules and standards.]

Multiple Ownership

§3.640 *Multiple ownership.*—(a) No person (including all persons under common control)[1] shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person.

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(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

[EDITOR'S NOTE: The FCC has proposed an amendment to this section which would permit stock interest in more than five TV stations in the following degrees:

If the Number of Stations Controlled is	Then the Maximum Number of Stations with Interest less than Control May Be:
5	0
4	1 or 2
3	3 or 4
2	5 or 6
1	7 or 8
0	9 or 10

Studio Location

§3.604 *Metropolitan Stations.*—[EDITOR'S NOTE: This section will be revised when the FCC issues its final rules and standards in Docket 8736. However, the pertinent rule regarding studio location may be the same as it is at present:

(c) The main studio for Metropolitan stations shall be located in the city or metropolitan district with which the station is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district served.]

Operating Schedules

§3.661 *Time of operations.*—(a) All television stations will be licensed for unlimited time operation. Each such station shall maintain a regular program operating schedule as follows: Not less than two hours daily in any five broadcast days per week and not less than a total of 12 hours per week during the first 18 months of the station's operations; not less than two hours daily in any five broadcast days per week and not less than a total of 16 hours, 20 hours and 24 hours per week for each successive six-month period of operation, respectively; and not less than two hours in each of the seven days of the week and not less than a total of 28 hours per week thereafter.

"Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentations, shall not be considered in computing periods of program service. If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio

(Continued on page 208)

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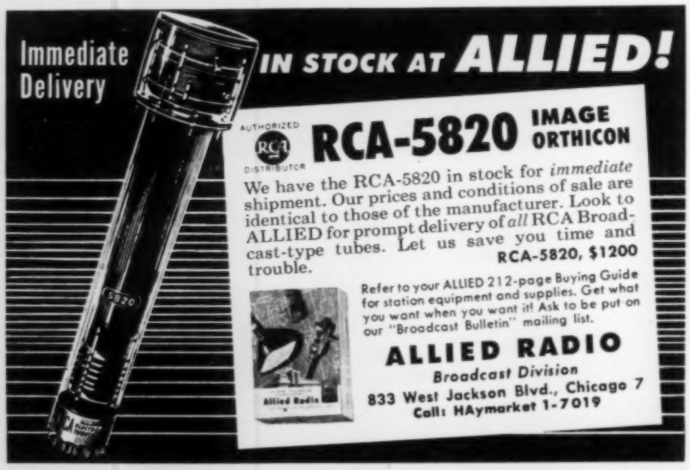
[1] The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.



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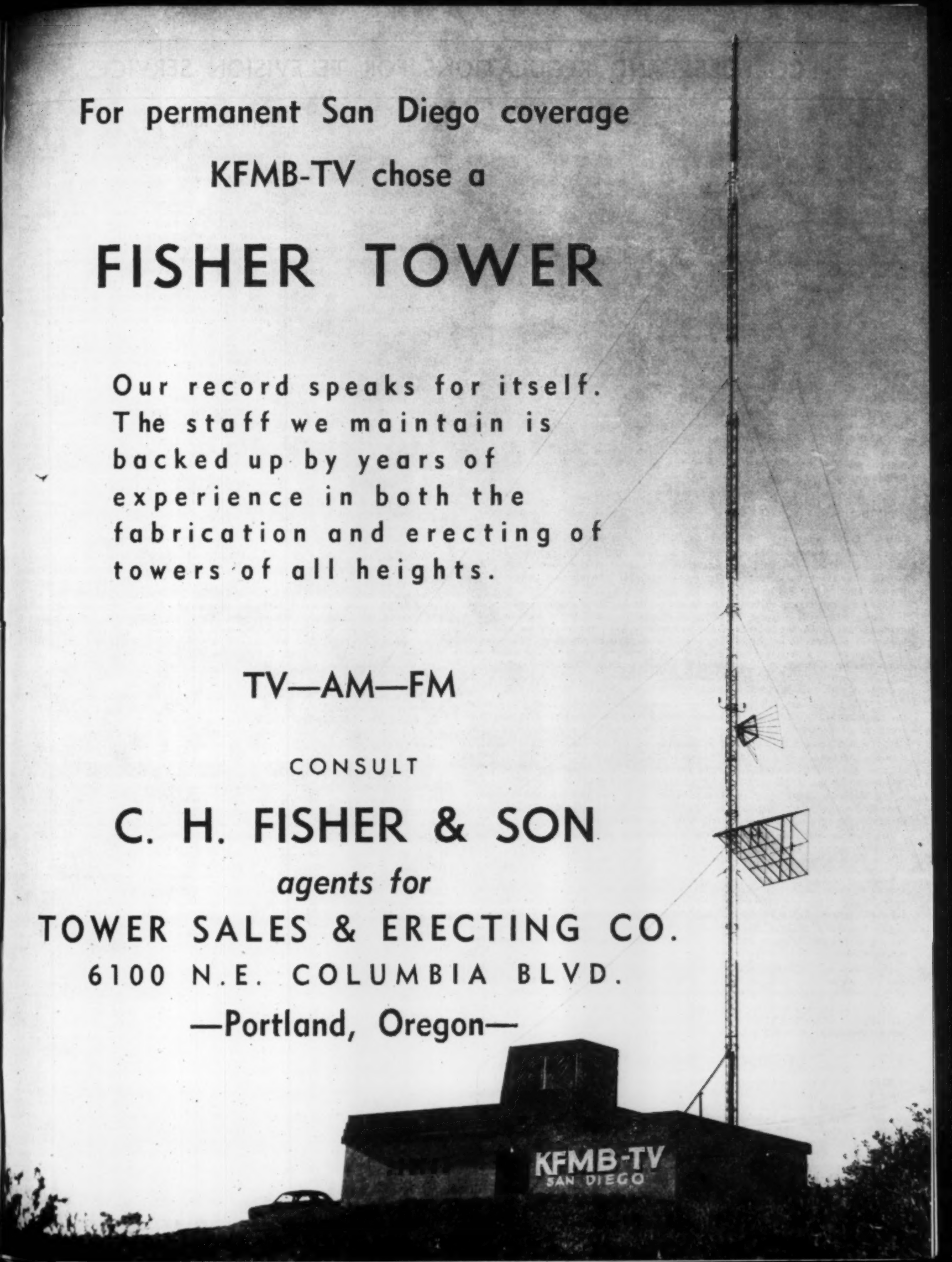

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—Portland, Oregon—

FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

(Continued from page 206)

district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency ceases and operation is resumed.

(b) (1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

(i) For actual tests of station equipment or actual experimentation in accordance with Section 3.662; and

(ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs. In such situations the aural transmitter may be used to advise the audience of difficulties and to transmit for a short period program material of such nature that the audience will be enabled to remain tuned to the station; for example, music or news accompanying a test pattern or other visual presentation.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmission shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other; *Provided that* nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

(i) To accompany aural announcements of the station's program schedule and aural news broadcasts or news commentaries, for a total period not to exceed one hour in any broadcast day.

(ii) To accompany aural transmissions for a period of time not to exceed fifteen minutes immediately prior to the commencement of a programming schedule.

Examples

(1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a "simulcast") *is* consistent with this subsection.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is *not* consistent with this subsection, except for the specific purposes and periods specified in subsection (b) (2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the same program having a substantial relationship to each other, within the meaning of subsection (b) (2). Mood music unrelated to the visual transmission is *not* consistent with this subsection.

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers or receiving antennas is *not* consistent with this subsection.

(5) Music accompanying the transmission of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary *is* consistent with this subsection.

(6) Music accompanying the transmission of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is *not* consistent with this subsection.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefore with the Commission. Copies of the time-sharing agreement should be filed with the application.

§3.662 *Experimental operation.*—Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of section 3.661 with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of program when conducting technical experimentation.

Operator Requirements

§3.665 *Operator requirements.*—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or Form FCC No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in nowise interfere with the operation of the broadcast transmitter.

Network Rules

§3.631 *Exclusive affiliation of station.*—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization[2] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§3.632 *Territorial exclusivity.*—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§3.633 *Term of affiliation.*—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§3.634 *Option time.*—No license shall be granted to a television broadcast station which options[3] for network programs any time subject to call on less than 56 days' notice, or more time than total of three hours[4] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.[5] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

§3.635 *Right to reject programs.*—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§3.636 *Network ownership of stations.*—No license shall be granted to a network organization or to any person directly or indirectly controlled by or under common control of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§3.637 *Dual network operation.*—No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: *Provided,* That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§3.638 *Control by networks of station rates.*—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

[EDITOR'S NOTE: FCC proposed additional "temporary" rules, "to remain effective while the scarcity of television broadcast stations persists," designed to balance competition among TV networks. FCC suggested this might be

(Continued on page 210)

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[2] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

[3] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[4] All time options permitted under this section must be specified clock hours expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time, or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[5] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

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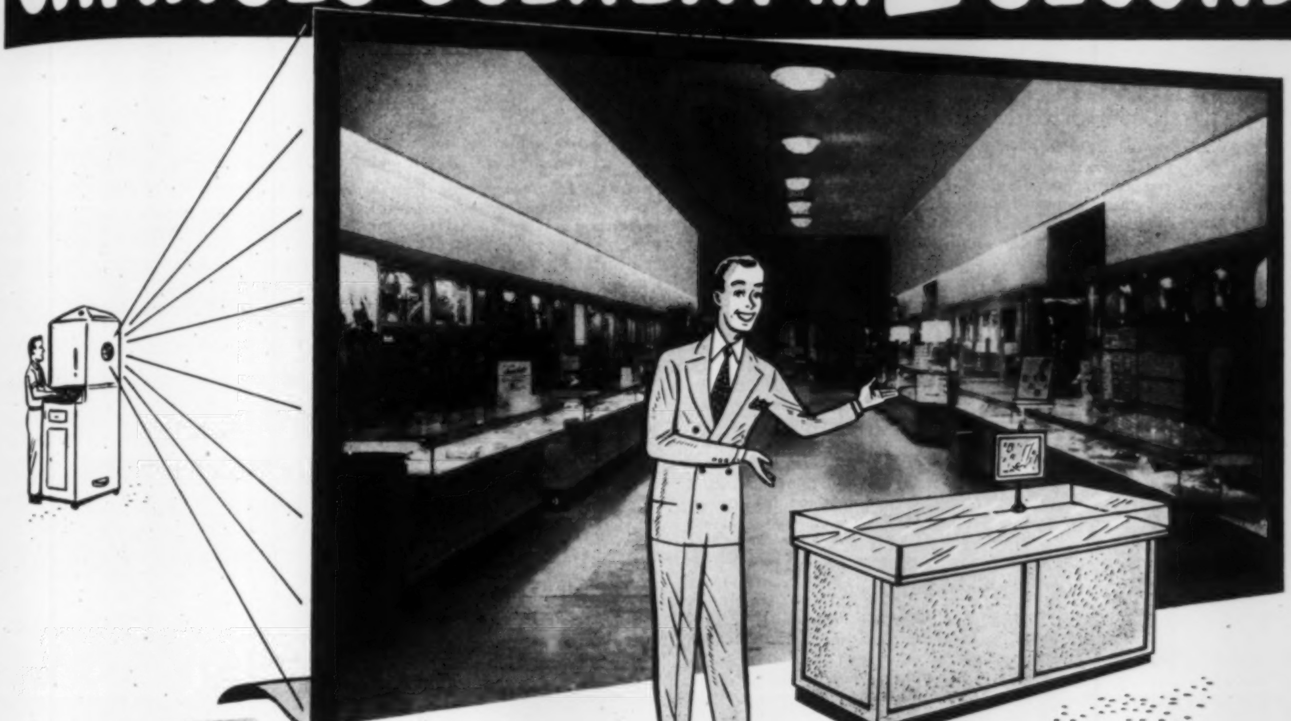
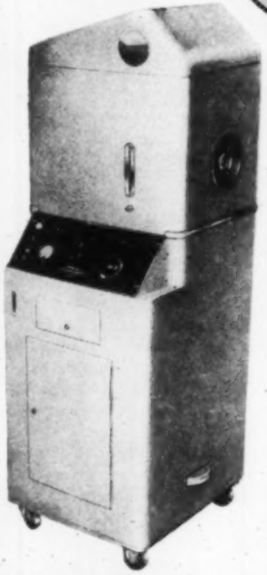
TRANS-LUX REAR PROJECTION

CHANGES SCENERY in 2 SECONDS





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TRANS-LUX The only rear screen projector designed especially for TV use . . . Built by TRANS-LUX, the oldest name in rear projection.

TRANS-LUX Saves space . . . a file drawer full of slides replaces hundreds of square feet of scenery storage space.

TRANS-LUX For spot commercials . . . rear projection assures realistic scenery at low cost for local advertisers.

TRANS-LUX Ease of operation . . . controls conveniently grouped on panel for operating efficiency . . . storage space for slides and spare parts.

TRANS-LUX Inexpensive . . . scenery can be changed at a cost of pennies per slide . . ideal for disc jockey shows, news shows and live commercials.

SLIDE LIBRARY—The Trans-Lux SLIDE LIBRARY provides a convenient, inexpensive source of slides for Rear Projection use.

PANORAMIC SLIDE DEVICE—Provides a moving projected background —ideal for cloud effects, train windows, etc.

WIDE ANGLE SCREEN—The choice of leading networks — minimizes "Hot Spot" . . . gives better pick up when viewing screen from an angle.

LOW BASE FRAME—Permits the picture to be projected within one inch of the studio floor . . . with no loss of support for screen.

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TELEPROCESS DIVISION

TRANS-LUX CORPORATION

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FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

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done by limiting the number of program hours which stations in one-, two- and three-station markets might accept from any one network, or, affirmatively, by setting a minimum number of hours to be taken from each network. Following this proposal, the networks in conjunction with AT&T worked out an arrangement to share intercity networking facilities. But, as of Jan. 1 the FCC's proposal was still pending.]

Common Antenna Site

§3.639 *Use of common antenna site.*—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees; and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

Reports to Be Filed[6]

§1.341 *Financial report, broadcast licensees and permittees.*—(a) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, together with supporting schedules, a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year.

(b) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before Feb. 1 of each year on Form 324A an estimate of the station's total broadcast revenues and total broadcast expenses for the preceding calendar year.

§1.342 *Filing of contracts.*—Each licensee or permittee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reported in writing) together with amendments, supplements, and changes therein and cancellations thereof relating to ownership, management or control of licensee or permittee of station, or of any of licensee's or permittee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to: (a) Articles of partnership, association, or incorporation; (b) By-laws affecting character of organization, control, number or powers of its officers or directors, the classification or voting rights of any stock; (c) Any document, instrument, or contract relating to or affecting ownership of licensee or permittee, rights or interests therein, its stock or voting rights thereto; (d) Management contracts, network contracts, transcription network contracts, and time sales to brokers.

§1.343 *Ownership reports, broadcast licensees and permittees.*—(a) *Annual ownership reports.* The licensee or permittee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year on FCC Form 323 an annual ownership report and shall show the following information as of December 31 of the preceding calendar year.

(1) In the case of an individual, the name of such individual.

(2) In the case of a partnership, the names of the partners and the interests of each partner.[7]

(3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or permittee or any of its stock.

FOR EXAMPLE:

(a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

(b) Where X corporation controls the licensee or permittee, or holds 25% or more of the stock of the licensee or permittee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee or permittee, together with full information as to the identity and citizenship of the person authorized to vote licensee's or permittee's stock.

(c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.

(d) Full information as to family relationship or business association between two or more officials and/or stockholders.

(4) In the case of all licensees or permittees: (i) the name, residence, position and date of appointment of operating personnel determining program policy (such as general manager, program director, etc.); (ii) a list of all contracts still in effect required to be filed with the Commission by Section 1.342 showing the date of execution and expiration of each contract; (iii) any interest which the licensee may have in any other broadcast station.

(b) *Interim ownership reports.* An interim ownership report shall be filed by each licensee or permittee on FCC Form 323A describing any change in information required in the annual ownership report (the application or construction permit in the case of a permittee who has not filed an annual ownership report) from that previously reported within 30 days after any such change occurs, including without limitation:

(1) Any change in capitalization or organization.

(2) Any change in officers and directors or in operating personnel determining program policy.

(3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.

(4) Any change in the officers, directors or stockholders of a corporation other than the licensee or permittee such as X, Y or Z Corporation described in the example above.

Provided, however, that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee or permittee (such as X, Y or Z corporation described in the example above), such change need not be reported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee or permittee[8]

(c) *Exceptions.* Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders who are officers or directors of the corporation, or of other stockholders who have 1% or more of the stock of the corporation.

§1.344 *Definitions of terms used in Sections 1.341-1.343.*—As used in Sections 1.341-1.343:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(a) "Officer" and "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewals

§1.320 *Application for renewal of license; broadcast and non-broadcast.*—(a) Unless otherwise directed by the Commission, each application for renewal of license of a Standard Broadcast, FM Broadcast and Television Broadcast Station and an Auxiliary Broadcast Station (Remote Pickup Broadcast, Broadcast STL, Television Pickup, Television STL and Television Inter-city Relay) shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non-broadcast station shall be filed at least 60[9] days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used:

[EDITOR'S NOTE: There follows a list of forms to be used in filing for license renewals.]

§3.618 *Normal license period.*—All television broadcast station licenses will be issued for a normal license period of one year. Licenses will be issued to expire at the hour of 3:00 a.m., Eastern Standard Time, in accordance with the following schedule and at one year intervals thereafter:

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[6] EDITOR'S NOTE: Regarding reports filed in compliance with these sections, §0.206(c) provides, in part: "The information filed under §1.341 and network and transcription contracts filed pursuant to §1.342 shall not be open to public inspection."

[7] Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

[8] Before any change is made in the organization, capitalization, officers, directors or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310(b) of the Communications Act.

[9] The 60-day requirement does not apply to Amateurs.

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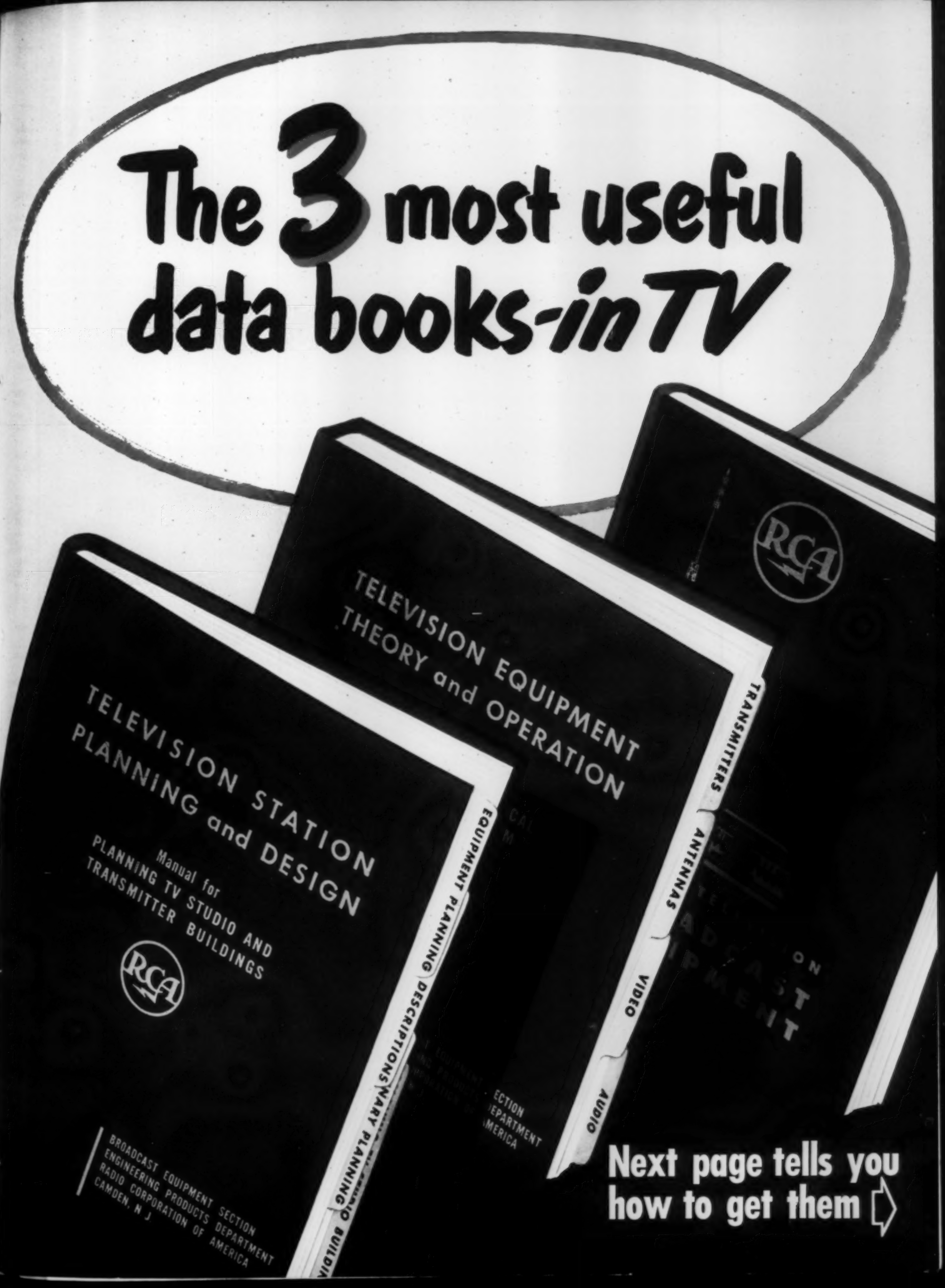
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ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

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[EDITOR'S NOTE: Expiration dates for licenses began August 1951 for stations in Delaware, Pennsylvania, Tennessee, Kentucky, Indiana and Texas, are listed chronologically thereafter for stations in groups of other states down to June 1952 for stations in Arkansas, Louisiana, Mississippi, Kansas, Oklahoma, Nebraska, New Jersey and New York.]

Station Identification

§3.687 *Station identification.*—(a) A licensee of a television broadcast station shall make station identification announcement (call letters and location), at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Sponsored Programs (Announcement of)

§3.689 *Sponsored programs, announcement.*—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any film, records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such films, records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; *provided, however,* that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section, shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the television broadcast stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you . . . ," or "Smith Stove Co. offers you . . . ," or "Ajax Pens bring you . . ." The following are *not* acceptable: "Write to the Comb Man . . . ," or "Send your money to Nylons, Box — . . . ," or "This program is sponsored by your Sink Man . . ."]

Recordings and Transcriptions

§3.688 *Mechanical reproductions.*—(a) Each program which consists in whole or in part of one of more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper.

(b) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

Political Broadcasts

§3.690 *Definitions.*—(a) A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities. *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Records; inspection.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Rebroadcasts[10]

§3.691 *Rebroadcast.*—(a) The term "rebroadcast" means reception by radio of the program[11] of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. The broadcasting of a program relayed by a relay broadcast station or studio transmitter link is not considered a rebroadcast.

(b) The licensee of a television broadcast station may, without further authority of the Commission, rebroadcast the program of a United States television broadcast station, provided the Commission is notified of the call leters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.[12]

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in (b) above without written authority having first been obtained from the Commission upon application (Informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.[13]

Revocations, Modifications, Suspensions

§1.401 *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.402 *Revocation of licenses.*—Whenever it appears that grounds exist for

(Continued on page 214)

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[10] Proposed rule making proceedings (Docket 9809) for the purpose of clarification have been instituted by the Commission.

[11] As used in this section, program includes any complete program or part thereof.

[12] The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a television broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

[13] By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.691 (c) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.

(Continued from page 213)

revocation of license, as provided in Section 312(a) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that a revocation proceeding should be instituted, an order of revocation will be issued effective not less than 15 days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee, the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§1.403 *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureaus of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404 *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that suspension proceedings should be instituted, a suspension order will be issued. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

§3.692[14] *Lotteries and Give-Away Programs.*—(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See U.S.C. §1304.)

(b) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

(1) such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

(4) such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

§1304 (of the U. S. Criminal Code) *Broadcasting Lottery Information.*—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than $1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

Censorship

§326 [of Communications Act].—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Indecent Language

§1464 (of U. S. Criminal Code) *Broadcasting Obscene Language.*—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than $10,000 or imprisoned not more than two years, or both.

Transfers and Assignments

VOLUNTARY . . .

§1.321 *Application for voluntary assignment or transfer of control; broadcast.*—(a) Applications for consent to the assignment of construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control), or FCC Form No. 316 (Short Form). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment or transfer of control.

(b) *Pro forma* assignment or transfer applications shall be filed on FCC Form 316. Such cases are defined as cases in which:

(1) There is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;

(2) There is an assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests;

(3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;

(4) There is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;

(5) There is an involuntary transfer to an executor, administrator or other court appointed officer caused by death or legal disability except that this form does not cover assignments (or transfers) from the executor, administrator or other court appointed officers to the ultimate beneficiary;

(6) There is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests;

(7) There is an assignment of *less* than a controlling interest in a partnership.

[EDITOR'S NOTE: In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until *after* Commission approval. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether there are changes in control before consummating the transaction.]

INVOLUNTARY TRANSFERS AND ASSIGNMENTS . . .

§1.323 *Application for involuntary assignment or transfer of control; broadcast and non-broadcast.*—In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(a) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(b) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. The procedure and forms to be followed are the same as those specified in Sections 1.321 and 1.322. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

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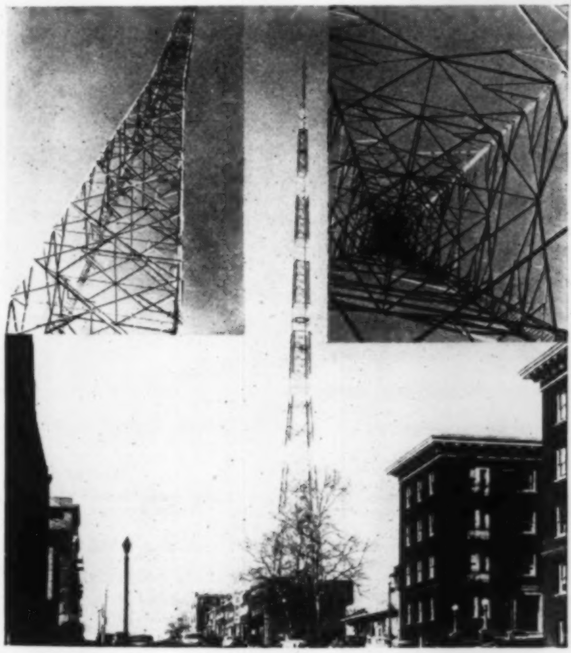
[14] Effective date of the lottery rules was postponed by FCC until current court tests of their legality have been completed.

THE NATION'S FINEST STATIONS CHOOSE LEHIGH VERTICAL RADIATORS

- **DEPENDABLE AND DURABLE**
- **YEARS OF DESIGN AND FABRICATING EXPERIENCE**
- **WE ASSIST IN TOWER PLANNING**

Lehigh 475 foot tower
with 50' RCA Antenna
at KMTV, Omaha, Nebr.



Lehigh 300 foot tower
at WNBW, NBC,
Washington, D. C.

CONSULT THE

TELEVISION DIVISION

LEHIGH STRUCTURAL STEEL COMPANY

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PLANT AT ALLENTOWN • OFFICES IN PRINCIPAL CITIES

APPLICATIONS FOR TELEVISION STATIONS ON FILE WITH FCC

(On File as of Jan. 31, 1952)

ALABAMA

Birmingham—Birmingham News Co., WSGN, Ch. 9.

Mobile—Kenneth R. Giddens and T. J. Rester, WKRG, Ch. 5; Mobile Press Register Inc., WABB, Ch. 8; Pape Bcstg. Co., WALA, Ch. 8.

Montgomery — Montgomery Bcstg. Co., WSFA, Ch. 6; Southern Bcstg. Co., WJJJ, Ch. 10; First National Bank of Montgomery and Margaret Covington Milwee (executor of estate of G. W. Covington, Jr., deceased), WCOV, Ch. 12.

ARIZONA

Phoenix—T. M. Gibbons and J. M. Gibbons, Ch. 7; KTAR Bcstg. Co., KTAR, Ch. 4; Maricopa Bcstrs. Inc., KOOL, Ch. 10.

Tucson—Leland Holzer, Ch. 6.

ARKANSAS

Blytheville—Harold L. Sudbury, Ch. 3.

Little Rock — Mid-South Television Bcstg. Co., Ch. 10; Arkansas Radio & Equipment Co., KARK, Ch. 4.

North Little Rock—Donald W. Reynolds, Ch. 8.

CALIFORNIA

Bakersfield—Paul R. Barlett, Ch. 8; Pearl Lemert, Ch. 10.

Eureka—Redwood Bcstg. Co., KIEM, Ch. 3.

Fresno—California Inland Bcstg. Co., KFRE, Ch. 5; Donroy Bcstg. Co., Ch. 4; KARM the George Harm Station, Ch. 7; Edward Lasker, Ch. 7; McClatchy Bcstg. Co., KMJ, Ch. 7; Pacific Bcstg. Co., (KMNS San Luis Obispo), Ch. 4; Television Fresno Co., Ch. 2.

Oakland—KROW Inc., KROW, Ch. 11; (Also see San Francisco).

Riverside—Bcstg. Corp. of America, KPRO, Ch. 6.

Sacramento—Harmco, Inc., KROY, Ch. 3; KCRA Inc., KCRA, Ch. 6; McClatchy Bcstg. Co., KFBK, Ch. 10; Sacramento Bcstrs. Inc., KXOA, Ch. 6.

San Diego—Airfan Radio Corp. Ltd., KFSD, Ch. 10; Balboa Radio Corp., Ch. 3; Television Bcstg. Co., Ch. 10; Pacific Bcstg. Co., (KMNS San Luis Obispo), Ch. 12; Charles E. Salik, KCBQ, Ch. 6; Video Bcstg. Co., Ch. 3.

San Francisco—Columbia Bcstg. System Inc., KCBS, Ch. 9; Thomas S. Lee Enterprises Inc., KFRC, Ch. 2; Paramount Television Productions Inc. (KTLA Los Angeles), Ch. 9; Television California, Ch. 11; (Also see Oakland).

San Jose—FM Radio & Television Corp., KPRO-FM, Ch. 13; Radio Diablo Inc., KSBR (FM), Ch. 13.

San Luis Obispo—The Valley Electric Co., KVEC, Ch. 3.

Santa Barbara — Radio KIST Inc., KIST, Ch. 6; M. R. Schacker, Ch. 6.

Stockton—Valley Bcstg. Co., Ch. 13.

Visalia—Sierra Bcstg. Co., Ch. 10; Sheldon Anderson, Ch. 3.

COLORADO

Colorado Springs—Pikes Peak Bcstg. Co., KRDO, Ch. 10.

Denver — Aladdin Television Inc., KLZ, Ch. 9; Daniels & Fisher Stores Co., Ch. 4; KMYR Bcstg. Co., KMYR, Ch. 4; Landon Television Co., KTLN, Ch. 5; Edward Lasker, Ch. 2; Eugene P. O'Fallon Inc., KFEL, Ch. 2; Gifford Phillips, Ch. 9; Denver Television Co., Ch. 2.

CONNECTICUT

Bridgeport—Thomas S. Lee Enterprises (Yankee Network Div.), Ch. 10.

Hartford — Connecticut Bcstg. Co., WDRC, Ch. 10; Hartford Times Inc., WTHT, Ch. 10; Travelers Bcstg. Service Corp., WTIC, Ch. 10.

Waterbury—Connecticut Radio Foundation Inc., Ch. 12; Nutmeg State Bcstg. Co., WATR, Ch. 12.

DELAWARE

Wilmington — Wilmington Tri-State Bcstg. Co., WAMS, Ch. 7.

FLORIDA

Jacksonville — City of Jacksonville, WJAX, Ch. 12; Metropolis Co., WJHP, Ch. 12.

Miami—Fort Industry Co., WGBS, Ch. 7; Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction, WTHS (FM), Ch. 2; Isle of Dreams Bcstg. Corp., WIOD, Ch. 5; Miami Bcstg. Co., WQAM, Ch. 7; Miami-Hollywood Television Corp., WINZ, Ch. 7; WKAT Inc., WKAT, Ch. 7.

Orlando—WHOO Inc., WHOO, Ch. 3; Sunshine Television Corp., Ch. 10.

St. Petersburg—City of St. Petersburg, WSUN, Ch. 7; Pinellas Bcstg. Co., WTSP, Ch. 5; Gulf Theatres Inc., Ch. 2.

Tampa—Tampa Times Co., WDAE, Ch. 6; Tribune Co., WFLA, Ch. 9.

GEORGIA

Atlanta—General Bcstg. Co., WBGE, Ch. 11; Board of Regents, University System of Georgia, for Georgia Institute of Technology, WGST, Ch. 11; Eurith Dickinson Rivers Jr., WEAS, Ch. 8.

Augusta — Georgia-Carolina Bcstg. Co., WJBF, Ch. 6.

Columbus — Georgia-Alabama Bcstg. Corp., WGBA, Ch. 3.

Macon—Macon Bcstg. Co., WNEX, Ch. 13; Southeastern Bcstg. Co., WMAZ, Ch. 7.

Savannah — Savannah Bcstg. Co., WTOC, Ch. 11; WSAV Inc., WSAV, Ch. 3.

IDAHO

Boise—Leland Holzer, Ch. 6.

Idaho Falls—Eastern Idaho Bcstg. & Television Co., KIFI, Ch. 3.

ILLINOIS

Carbondale—Grace S. Rodgers and C. W. Rodgers, Ch. 34.

Chicago—Chicago Federation of Labor, WCFL, Ch. 11; Columbia Bcstg. System Inc., WBBM, Ch. 11; Johnson-Kennedy Radio Corp., WIND, Ch. 2; Lewis College of Science and Technology, WFJL, Ch. 13; WJJD Inc., WJJD, Ch. 13; Zenith Radio Corp., WEFM (FM), Ch. 2.

Moline—Tri-City Bcstg. Co., Ch. 9.

Peoria — West Central Bcstg. Co., WEEK, Ch. 12; Illinois Valley Bcstg. Co., WIRL, Ch. 12; Peoria Bcstg. Co., WMBD, Ch. 6.

Quincy—Lee Bcstg. Co., WTAD, Ch. 11; Quincy Bcstg. Co., WGEM, Ch. 10.

Rockford — Rockford Bcstrs. Inc., WROK, Ch. 13.

Springfield—Sangamon Valley Television Corp., WTAX, Ch. 8; Trans-American Television Corp., Ch. 10; WCBS Inc., WCVS, Ch. 10.

INDIANA

Evansville — South Central Bcstg. Corp., WIKY, Ch. 7; Trans-American Television Corp., Ch. 11.

Fort Wayne—Farnsworth Television & Radio Corp., Ch. 4; Northeastern Indiana Bcstg. Co., WKJG, Ch. 4; Westinghouse Radio Stations Inc., WOWO, Ch. 2.

Hammond—South Shore Bcstg. Corp., WJOB, Ch. 56.

Indianapolis—Crosley Bcstg. Corp., WLW, Ch. 12; Indiana Bcstg. Corp., WIBC, Ch. 12; Indianapolis Bcstg. Inc., WIRE, Ch. 8; Universal Bcstg. Co., WISH, Ch. 8.

Lafayette—WFAM Inc., WFAM, Ch. 59.

Logansport—Logansport Bcstg. Corp., WEAL, Ch. 10.

Muncie—Tri-City Radio Corp., Ch. 49.

South Bend — South Bend Tribune, WSBT, Ch. 34.

Terre Haute—Wabash Valley Bcstg. Corp., WTHI, Ch. 4.

IOWA

Boone—Boone Bcstg. Co., Ch. 7.

Cedar Rapids—American Bcstg. Stations Inc., WMT, Ch. 9; The Gazette Co., KCRG, Ch. 7.

Davenport — Davenport Bcstg. Co., KSTT, Ch. 2.

Des Moines — Central Bcstg. Co., WHO, Ch. 12; Cowles Bcstg. Co., KRNT, Ch. 9; Independent Bcstg. Co., KIOA, Ch. 5; Murphy Bcstg. Co., KSO, Ch. 2; Tri-States Television & Bcstg. Co., Ch. 2.

Iowa City—State University of Iowa, WSUI, Ch. 11.

Oelwein — Northeast Iowa Radio Corp., Ch. 6.

Sioux City — Perkins Brothers Co., KSCJ, Ch. 5.

Waterloo—Josh Higgins Bcstg. Co., KXEL, Ch. 7; Black Hawk Bcstg. Co., KWWL, Ch. 7.

KANSAS

Pittsburg — Pittsburg Bcstg. Co., KOAM, Ch. 7.

Topeka—Midland Bcstg. Co., KMBC, Ch. 7; Topeka Bcstg. Assoc. Inc., WIBW, Ch. 11.

Wichita—KAKE Bcstg. Co., KAKE, Ch. 10; Ok Kan Television Chain Inc., Ch. 4; Radio Station KFH Co., KFH, Ch. 5; Sunflower Television Co., Ch. 3.

KENTUCKY

Henderson — Tel-A-Ray Enterprises Inc., Ch. 50.

Louisville—Mid-America Bcstg. Corp., WKLO, Ch. 13.

Paducah—Paducah Newspapers Inc., WKYB-AM-FM, Ch. 6.

LOUISIANA

Baton Rouge — Baton Rouge Bcstg. Co., WJBO, Ch. 9.

Lafayette — Evangeline Bcstg. Co., KVOL, Ch. 5.

New Orleans — Loyola University, WWL, Ch. 10; New Orleans Television Co., Ch. 2; The Times-Picayune Publishing Co., WTPS, Ch. 4.

Shreveport—Fairfield Manor Television Co. Ch. 11; International Bcstg. Corp., KWKH, Ch. 8; Mid-South Television Bcstg. Co., Ch. 6; Radio Station KTBS Inc., KTBS, Ch. 4; Shreveport Television Co., Ch. 8.

MAINE

Bangor—Community Bcstg. Service, WABI, Ch. 5.

Lewiston — Lewiston-Auburn Bcstg. Corp., WLAM, Ch. 8.

Portland—Community Bcstg. Service, WABI, Ch. 6; Congress Square Hotel Co., WCSH, Ch. 11; Guy Gannett Bcstg. Services, WGAN, Ch. 8; Oliver Bcstg. Corp., WPOR, Ch. 8.

MARYLAND

Cumberland — Tower Realty Co., WCUM, Ch. 2.

Frederick — Monocacy Bcstg. Co., WFMD, Ch. 3.

Hagerstown—Hagerstown Bcstg. Co., WJEJ, Ch. 6.

MASSACHUSETTS

Boston—Columbia Bcstg. System Inc., WEEI, Ch. 9; Massachusetts Bcstg. Corp., WCOP, Ch. 9; Matheson Radio Co., WHDH, Ch. 13; New England Theatres Inc., Ch. 13; New England Television Co., Ch. 13.

Fall River—New England Television Co., Ch. 8; Fall River Herald News Publishing Co., WSAR, Ch. 8.

Holyoke—Hampden-Hampshire Corp., WHYN, Ch. 3.

Lawrence—Hildreth & Rogers Co., WLAW, Ch. 6.

Lowell—Lowell Sun Publishing Co., Ch. 6.

New Bedford—E. Anthony & Sons Inc., WNBH, Ch. 8.

Springfield—New England Television Co., Ch. 3; Thomas S. Lee Enterprises Inc. (Yankee Network), WNAC, Ch. 3.

Worcester—New England Television Co., Ch. 5; WTAG Inc., WTAG, Ch. 12.

MICHIGAN

Detroit—Booth Radio & Television Stations Inc., WJLB, Ch. 6; United Detroit Theatres Corp., Ch. 5; WJR The Goodwill Station Inc., WJR, Ch. 5.

Flint—Advertisers Press Inc., WAJL (FM), Ch. 11; Booth Radio & Television Stations Inc., WBBC, Ch. 11.

Grand Rapids—Booth Radio & Television Stations Inc., Ch. 23.

Lansing—Booth Radio & Television Stations Inc., Ch. 10.

Royal Oak—Royal Oak Bcstg. Co., WEXL, Ch. 62.

Saginaw—Booth Radio & Television Stations Inc., WSGW, Ch. 3; Saginaw Bcstg. Co., WSAM, Ch. 13.

MINNESOTA

Duluth—Head of the Lakes Bcstg. Co., WEBC, Ch. 3; Ridson Inc., WDSM, Ch. 6.

Hibbing—Head of the Lakes Bcstg. Co., WMFG, Ch. 10.

Minneapolis—Beck Studios Inc., Ch. 7; Fort Industry Co., Ch. 9; Independent Merchants Bcstg. Co., WLOL, Ch. 7; Northwestern Theological Seminary & Bible Training School, KTIS, Ch. 9; Upper Midwest Television Co., KRNT, Ch. 9; Family Bcstg. Corp., KEYD, Ch. 9. (Also see St. Paul.)

Rochester — Southern Minnesota Bcstg. Co., KROC, Ch. 10.

St. Paul—WMIN Bcstg. Co., WMIN, Ch. 2. (Also see Minneapolis.)

MISSISSIPPI

Jackson—The Herold Co., Ch. 3; Mississippi Publishers Corp., Ch. 3; Mid-South Television Bcstg. Co., Ch. 6.

Meridan—Birney Imes Jr., WMOX, Ch. 11.

MISSOURI

Cape Girardeau—Hirsch Bcstg. Co., KFVS, Ch. 12.

Clayton—Lutheran Church—Missouri Synod., KFUO, Ch. 2.

Hannibal — Courier-Post Publishing Co., KHMO, Ch. 7.

Jefferson City—Capital Bcstg. Co., KWOS-AM-FM, Ch. 13.

Kansas City — KCMO Bcstg. Co., KCMO, Ch. 5; KCKN Bcstg. Co., KCKN, Ch. 2; Midland Bcstg. Co., KMBC, Ch. 9; New England Television Co., Ch. 5; WHB Bcstg. Co., WHB, Ch. 5.

St. Joseph—KFEQ Inc., KFEQ, Ch. 13.

St. Louis—KWK Inc., KWK, Ch. 9; New England Bcstg. Co., Ch. 4; St. Louis Amusement Co., Ch. 11; The St. Louis University, WEW, Ch. 7; Star-Times Publishing Co., KXOK, Ch. 4 220 North Kingshighway Inc., Ch. 7 (Also see Clayton, Mo.)

Springfield — Springfield Television Inc., KGBX, Ch. 3.

MONTANA

Butte—Copper Bcstg. Co., KOPR, Ch. 4.

Missoula, Mont.—Mosby's Inc., KGVO, Ch. 13.

NEBRASKA

Lincoln—Inland Bcstg. Co., KOLN, Ch. 10; Cornbelt Bcstg. Corp., KFOR-AM-FM, Ch. 10.

Omaha—Central States Bcstg. Co., KOIL, Ch. 7; KFAB Bcstg. Co., KFAB, Ch. 7.

NEVADA

Las Vegas—Desert Television Co., Ch. 13; Southwestern Publishing Co., Ch. 8.

Reno—R & L Co., Ch. 7.

NEW HAMPSHIRE

Manchester—Grandview Inc., Ch. 12.

NEW JERSEY

Atlantic City—Atlantic City Television Co. (Half-interest held by Philco Corp., WPTZ (TV) Philadelphia), Ch. 8; Neptune Bcstg. Corp., WFPG, Ch. 8; Press-Union Publishing Co., WBAB, Ch. 8.

New Brunswick—Home News Publishing Co., WDHN (FM), Ch. 47.

Trenton—Trent Bcstg. Co., WTTM, Ch. 8.

APPLICATIONS FOR TELEVISION STATIONS ON FILE WITH FCC

NEW MEXICO

Albuquerque — Alvarado Bcstg. Co., KOAT, Ch. 7; William J. Baker, Ch. 5; Leland Holzer, Ch. 5.

NEW YORK

Albany—Hudson Valley Bcstg. Co., KROW, Ch. 7; Meredith Champlain Television Corp. (WHEN (TV) Syracuse, N. Y.), Ch. 11; Patroon Bcstg. Co., WPTR, Ch. 9; Van Curler Bcstg. Corp., Ch. 9.

Buffalo — Buffalo Courier-Express Inc., WEBR, Ch. 7; New England Television Co., Ch. 9; WGR Bcstg. Corp., WGR, Ch. 9; WKBW Inc., WKBW, Ch. 9. (Also see Niagara Falls, N. Y.)

Corning—Corning Leader Inc., Ch. 9.

Elmira—Elmira Star Gazette Inc., WENY, Ch. 9.

Ithaca—Cornell University, WHCU, Ch. 4.

Niagara Falls—Niagara Falls Gazette Publishing Co., WHLD, Ch. 9. (Also see Buffalo, N. Y.)

Rochester—Meredith Publishing Co. (WHEN (TV) Syracuse), Ch. 11; WARC Inc., WARC, Ch. 11; WHEC Inc., WHEC, Ch. 2.

Syracuse — Onondaga Radio Bcstg. Corp., WFBL, Ch. 10; WAGE Inc., WAGE, Ch. 10.

Troy—Troy Bcstg. Co., WTRY, Ch. 9.

Utica—WBIX Inc., WBIX, Ch. 19.

NORTH CAROLINA

Asheville — Mary Pickford Rogers, Ch. 5; Skyway Bcstg. Co., WLOS-AM-FM, Ch. 13.

Charlotte—Inter-City Advertising Co., WAYS, Ch. 11; Radio Station WSOC Inc., WSOC, Ch. 9; Surety Bcstg. Co., WIST (FM), Ch. 9.

Durham — Durham Radio Corp., WDNC, Ch. 4; Mary Pickford Rogers, Ch. 4; Harold H. Thoms, WHHT, Ch. 7.

Greensboro — Inter-City Advertising Co., WCOG, Ch. 10.

Hendersonville—Radio Hendersonville Inc., WHKP, Ch. 27.

High Point — Radio Station WMFR Inc., WMFR, Ch. 12.

Raleigh—WPTF Radio Co., WPTF, Ch. 5; Capitol Bcstg. Co., WRAL, Ch. 5.

Salisbury—Mid-Carolina Bcstg. Co., WSAT, Ch. 4.

Winston-Salem — Piedmont Publishing Co., WSJS, Ch. 6; Mary Pickford Rogers, Ch. 6.

NORTH DAKOTA

Fargo—WDAY Inc., WDAY, Ch. 6; Red River Valley Television Corp., KVOX & KFGO, Ch. 6.

OHIO

Akron—Allen T. Simmons, WADC, Ch. 11; Summit Radio Corp, WAKR, Ch. 11.

Ashtabula—WICA Inc., WICA, Ch. 15.

Canton — Brush-Moore Newspapers Inc., WHBC, Ch. 7.

Cincinnati — Buckeye Bcstg. Co., WSAI, Ch. 2; Allen B. DuMont Labs Inc. (WABD (TV) New York), Ch. 2; L. B. Wilson Inc., WCKY, Ch. 2.

Cleveland — Allen B. DuMont Labs Inc. (WABD (TV) New York), Ch. 2; Cleveland Bcstg. Inc., WERE, Ch. 2; United Bcstg. Co., WHK, Ch. 7; WGAR Bcstg. Co., WGAR, Ch. 7; WJW Inc., WJW, Ch. 2.

Columbus — Ohio State University (non-commercial), WOSU, Ch. 12.

Hamilton—Condo, Holbrock & Smith, Ch. 2.

Lima — Northwestern Ohio Bcstg. Corp., WIMA, Ch. 35.

Toledo — Community Bcstg. Co., WTOL, Ch. 3; Crosley Bcstg. Corp. (WLW Cincinnati), Ch. 11; Maumee Valley Bcstg. Co., Ch. 11; Toledo Blade Co., Ch. 10.

Youngstown — Mansfield Radio Co., Ch. 13; Vindicator Printing Co., WFMJ, Ch. 13; WKBN Bcstg. Corp., WKBN, Ch. 13.

OKLAHOMA

Lawton—Oklahoma Quality Television, KSWO, Ch. 11.

Oklahoma City—Mid South Television Bcstg. Co., Ch. 5; KOMA Inc., KOMA, Ch. 5; Oklahoma Television Corp., Ch. 9; Donald W. Reynolds, Ch. 9; Oklahoma Television Co., Ch. 9; Oklahoma County Television & Bcstg. Co., Ch. 25.

Tulsa—Tulsa Television Co., Ch. 10; Public Radio Corp., Ch. 10; Donald W. Reynolds, Ch. 8; Southwestern Sales Corp., KVOO, Ch. 8; Tulsa Bcstg. Co., KTUL, Ch. 8.

OREGON

Portland—KOIN Inc., KOIN, Ch. 8; KPOJ Inc., KPOJ, Ch. 12; Westinghouse Radio Stations Inc., KEX, Ch. 3; Edward Lasker, Ch. 10; Pioneer Bcstrs. Inc., KGW, Ch. 6.

PENNSYLVANIA

Allentown — Associated Bcstrs. Inc., Ch. 39; Lehigh Valley Television Inc., WSAN, Ch. 8; Penn-Allen Bcstg. Co., WFMZ (FM), Ch. 8.

Altoona—Central Pennsylvania Corp., WFBG, Ch. 9; Gable Bcstg. Co., Ch. 9.

Bethlehem—Philco Television Bcstg. Corp. (WPTZ (TV) Philadelphia), Ch. 8.

Chambersburg—Chambersburg Bcstg. Co., WCHA, Ch. 46.

Easton — Easton Publishing Co., WEEX (FM), Ch. 8.

Erie—Erie Television Corp., WIKK, Ch. 3; Presque Isle Bcstg. Co., WERC, Ch. 3.

Harrisburg—Harold O. Bishop, Ch. 8; WHP Inc., WHP, Ch. 8.

Hazleton — Hazleton Bcstg. Co., WAZL, Ch. 2.

Lancaster — Peoples Bcstg. Co., WLAN, Ch. 8.

Meadville—Meadville Bcstg. Service Inc., WMGW, Ch. 13.

Philadelphia—Daily News Television Co., WIBG, Ch. 12; Pennsylvania Bcstg. Co., WIP, Ch. 12.

Pittsburgh—Allegeheny Bcstg. Corp., KQV, Ch. 8; Matta Bcstg. Co., WLOA, Ch. 10; Pittsburgh Radio Supply House Inc., WJAS, Ch. 10; United Bcstg. Corp., Ch. 10; WCAE Inc., WCAE, Ch. 10; Westinghouse Radio Stations Inc., KDKA, Ch. 6; WWSW Inc., WWSW, Ch. 10.

Reading — Eastern Radio Corp., WHUM, Ch. 5; Hawley Bcstg. Co., WEEU, Ch. 5.

Scranton—Appalachian Co., Ch: 7; Scranton Bcstrs. Inc., WGBI, Ch. 22; Scranton Times, WQAN, Ch. 16.

Wilkes-Barre — Wyoming Valley Bcstg. Co., WILK, Ch. 11; Louis G. Baltimore, WBRE, Ch. 11.

Williamsport — Central Pennsylvania Corp., Ch. 13; WRAK Inc., WRAK, Ch. 13.

York — Susquehanna Bcstg. Co., WSBA, Ch. 8; Helm Coal Co., WNOW, Ch. 8.

RHODE ISLAND

Providence—Cherry & Webb Bcstg. Co., WPRO, Ch. 13.

SOUTH CAROLINA

Charleston—Atlantic Coast Bcstg. Co., WTMA, Ch. 2; Southern Bcstg. Co., WUSN, Ch. 7; WCSC Inc., WCSC, Ch. 5.

Columbia—The Bcstg Co. of the South, WIS, Ch. 7; Marseco Bcstg. Co., WMSC, Ch. 10; Palmetto Radio Corp., WNOK, Ch. 10.

Greenville — Greenville News-Piedmont Co., WFBC, Ch. 10.

SOUTH DAKOTA

Sioux Falls — Mid Continent Bcstg. Co., KELO, Ch. 11.

TENNESSEE

Chattanooga—Charles S. Cornell, Ch. 10; WDOD Bcstg. Co., WDOD, Ch. 3.

Kingsport — Kingsport Bcstg. Co., WKPT, Ch. 7.

Knoxville—Charles S. Cornell, Ch. 8; Radio Station WBIR Inc., WBIR, Ch. 10; Scripps-Howard Radio Inc., WNOX, Ch. 6; Mountcastle Bcstg. Co., WROL, Ch. 6.

Memphis — Bluff City Bcstg. Co., WDIA, Ch. 5; Harding College, WHBQ, Ch. 2; Mid-South Television Bcstg. Co., Ch. 9; WMPS Inc., WMPS, Ch. 9; WREC Bcstg. Service, WREC, Ch. 7.

Nashville—Capitol Bcstg. Co., WKDA, Ch. 9; Charles S. Cornell, Ch. 2; WSIX Bcstg. Station, WSIX, Ch. 2; WLAC Bcstg. Service, WLAC, Ch. 7.

TEXAS

Abilene—Abilene Television Co., Ch. 11.

Amarillo—Plains Radio Bcstg. Co., KGNC, Ch. 4; Amarillo Television Co., Ch. 5; The Amarillo Television Co., Ch. 5.

Austin—Capital City Television Co., Ch. 18; Texas Telenet System Inc., Ch. 10; Austin Television Co., Ch. 8.

Beaumont—Beaumont Bcstg. Corp., Ch. 6; The Enterprise Co., KRIC, Ch. 6; Beaumont Television Co., KFDM, Ch. 8; Lufkin Amusement Co., Ch. 10; Sabine Television Corp., Ch. 3.

Brownsville—Brownsville Television Co., Ch. 7.

Corpus Christi — Gulf Coast Bcstg. Co., KRIS, Ch. 6; Texas Telenet System Inc., Ch. 3; Corpus Christi Television Co., Ch. 6.

Dallas—City of Dallas, WRR, Ch. 10; Texas Television, Ch. 10; Lechner Television Co., Ch. 11; Variety Bcstg. Co., KIXL, Ch. 2; UHF Television Co., Ch. 23.

El Paso—Claude H. Craig, Ch. 5; Roderick Bcstg. Corp., KROD, Ch. 4; El Paso Television Co., Ch. 7.

Fort Worth—Tarrant County Television Co., Ch. 20; Texas State Network Inc., WFJZ, Ch. 2; Texas Telenet System Inc., Ch. 10.

Galveston—Galveston Television Co., Ch. 9.

Harlingen—Harlingen Television Co., KUKO, Ch. 9.

Houston—Harris County Bcst. Co., Ch. 5; Texas Television Co., KTHT, Ch. 7; KTRH Bcstg. Co., KTRH, Ch. 5; Lechner Television Co., Ch. 4; Shamrock Bcstg. Co., KXYZ, Ch. 7; South Texas Television Co., Ch. 4; UHF Television Co., Ch. 23.

Longview — East Texas Television Co., Ch. 5.

Lubbock — Lubbock Television Co., Ch. 6.

McAllen — McAllen Television Co., Ch. 12.

Midland — Midland Television Co., Ch. 7.

Odessa—Ectar County Bcstg. Co., KECK, Ch. 7.

San Angelo—San Angelo Television Co., Ch. 8.

San Antonio — The Walmac Co., KMAC, Ch. 9; Express Publishing Co., KTSA, Ch. 7; Mission Bcstg. Co., KONO, Ch. 12; Texas State Network Inc., KABC, Ch. 2; Texas Telenet System Inc., Ch. 2; Alamo Television Co., Ch. 35.

Sherman — Sherman Television Co., Ch. 6.

Texarkana—KCMC Inc., KCMC, Ch. 6.

Tyler—Tyler Bcstg. Co., Ch. 9.

Victoria — Alkek-Belcher Television Co., KNAL, Ch. 19.

Waco—Texas Telenet System Inc., Ch. 3; Wado Television Co., Ch. 6; KWTX Bcstg. Co., KWTX, Ch. 11.

Wichita Falls—Leland Holzer, Ch. 10; Wichita Falls Television Co., Ch. 8; Texoma Bcstg. Co., KTRN, Ch. 6; Wichtex Radio & Television Co., KFDX, Ch. 3.

UTAH

Logan — Cache Valley Bcstg. Co., KVNU, Ch. 2.

Salt Lake City — Utah Bcstg. Co., KUTA, Ch. 2; Granite District Radio Bcstg. Co., KNAK, Ch. 9; Edward Lasker, Ch. 7; Salt Lake City Bcstg. Co., KALL, Ch. 7.

VIRGINIA

Danville — Piedmont Bcstg. Co., WBTM, Ch. 7.

Lynchburg—Lynchburg Bcstg. Corp., WLVA, Ch. 13; Old Dominion Bcstg. Corp., WWOD, Ch. 13.

Newport News — Hampton Roads Bcstg. Corp., WGH, Ch. 7.

Norfolk — Beachview Bcstg. Corp., Ch. 11; Commonwealth Bcstg. Corp., WLOW, Ch. 11; Larus & Brother Co., WRVC (FM), Ch. 13.

Richmond — Larus & Brother Co., WRVA, Ch. 10; Lee Bcstg. Corp., WLEE, Ch. 10; Richmond Radio Corp., WRNL, Ch. 3; Southern Bcstrs. Inc., WRMV (FM), Ch. 8.

Roanoke — Radio Roanoke Inc., WROV, Ch. 7.

Winchester—Richard Field Lewis Jr., WINC, Ch. 12.

WASHINGTON

Seattle—Fisher's Blend Station Inc., KOMO, Ch. 2; Edward Lasker, Ch. 7; Queen City Bcstg. Co., KIRO, Ch. 11; Totem Bcstrs. Inc., KJR, Ch. 7.

Spokane—Harry L. Crosby Jr., Ch. 7.

Tacoma—Harry L. Crosby Jr., Ch. 9; Carl E. Haymond, KMO, Ch. 13; Television Tacoma Inc., KTBL, Ch. 4.

Yakima—Harry L. Crosby Jr., Ch. 6.

WEST VIRGINIA

Beckley — Joe L. Smith Jr., Inc., WJLS, Ch. 4.

Charleston — Charleston Bcstg. Co., WCHS, Ch. 13; Charleston Television Inc., Ch. 7; Joe L. Smith Jr., Inc., WKNA, Ch. 2.

Fairmont — Fairmont Bcstg. Co., WVVW, Ch. 35.

Huntington—Greater Huntington Radio Corp., WHTN, Ch. 13.

Oak Hill—Robert R. Thomas Jr., WOAY, Ch. 6.

Wheeling—Fort Industry Co., WWVA, Ch. 12; Tri-City Bcstg. Co., WTRF, Ch. 12.

WISCONSIN

Eau Claire — Badger Bcstg. Co., WIBA, Ch. 13; Central Bcstg. Co., WEAU, Ch. 13.

Green Bay—Green Bay Newspapers, WJPG, Ch. 2; WHBY Inc., WHBY, Ch. 4.

Madison—Badger Bcstg. Co., WIBA, Ch. 9; Monona Bcstg. Co., WKOW, Ch. 9; Radio Wisconsin Inc., WISC, Ch. 9.

Milwaukee — Bartell Bcstrs. Inc., WOKY, Ch. 19; Hearst Corp., WISN, Ch. 10; Milwaukee Bcstg. Co., WEMP, Ch. 6; Wisconsin Bcstg. System Inc., WFOX, Ch. 6.

Oshkosh—Oshkosh Bcstg. Co., Ch. 48.

Wausau—Rib Mountain Radio Inc., Ch. 7.

WYOMING

Casper—Bill M. Tomberlin, Ch. 8.

Cheyenne — Frontier Bcstg. Co., KFBC, Ch. 13; Bill M. Tomberlin, Ch. 11.

XUM

DISTRIBUTORS OF FILM FOR TELEVISION

(For Program Production and Related Services see page 230)

A

ACUS PICTURES CORP.

165 West 46th St., New York 19, N. Y.; Tel.: Plaza 7-2265. Patrick E. Shanahan, president.

Services: Feature film rentals.

JOHN ADASKIN PRODUCTIONS

314-15 67 Yonge St., Toronto, Ont.; Canada Tel.: Empire 4-9296. John Adaskin, owner.

Service: Film library.

ADVANCE FILM PRODUCTIONS

729 Seventh Ave., New York 19, N. Y.; Tel.: Columbus 5-5400; William Forest Crouch, executive vice president in charge of production.

Service: Producers and distributors of films for television also stock shots, editing and projection services.

ADVENTURE FILMS INC.

165 W. 46th St., New York 19, N. Y.; Tel.: Plaza 7-2320; William Alexander.

ALEXANDER FILM CO.

Alexander Film Bldg., Colorado Springs, Colo.; Tel.: Main 4200; W. A. Hillhouse, television director.

Service: Production and distribution of film commercials.

Branch Offices: 500 Fifth Ave., New York 18, N. Y.; Tel.: Pennsylvania 6-3028; K. D. Clark, assistant to president.

Chicago 11—Wrigley Bldg.; Tel.: Superior 7-6156; E. C. Corbett, special representative.

Dallas 1—308 S. Harwood; Tel.: Riverside 4558; Justin McInaney, assistant president.

Detroit 35—13267 S. Norfolk; Tel.: University 4-3296; Frank Gibbs, special representative.

San Francisco 2—125 Hyde St.; Tel.: Graystone 4-2213; Hill Carruth, special representative.

Los Angeles—Box 594; Tel.: Exbrook 4-2213; Hill Carruth, special representative.

ALLEN & ALLEN PRODUCTIONS

3947 West 59th Place, Los Angeles 43, Calif., Tel.: Axminster 3-3314; George E. Allen, directing manager.

Service: Films.

ALL NATIONS TELEVISION CORP.

116 John St., New York, N.Y.; Samuel Broston.

AMBASSADOR FILMS INC.

118 W. 57th St., New York 19, N.Y.; Eugene Sharin.

AMERICAN BROADCASTING CO.

7 W. 66th St., New York, N. Y.; Tel.: Trafalgar 3-7000; Alexander Stronach Jr., TV vice president.

AMERICAN FILM CO.

1329 Vine St., Philadelphia 7, Pa.; Tel.: Walnut 2-1800; Ben Harris, manager.

Service: Film service.

AMERICAN NATIONAL VIDEO PRODUCTIONS INC.

17 N. Wabash Ave., Chicago, Ill.; Tel.: Financial 6-2255; Thomas J. O'Brien, president.

Services: Package and educational film shorts.

ANIMATED VIDEO FILMS INC.

1001 N. Vermont Ave., Los Angeles 27, Calif.; Ace Gamer.

ANIMATION HOUSE INC.

347 Madison Ave., New York 17, N.Y.; Tel.: Murray Hill 5-5055; Irving Bunnelle.

DON'T SEND A BOY TO DO A MAN'S JOB .

. . . especially when you have a TV film production job to do.

Experience, creative and technical ability, and modern equipment often spell the difference between a good and bad commercial.

You'll be wise to select an old-timer like Alexander with a third of a century's experience in commercial film production to do the job.

ALEXANDER FILM CO.

COLORADO SPRINGS

BRANCH OFFICES:

New York - Chicago - Dallas - San Francisco

EVAN J. ANTON PRODUCTIONS LTD.

20 E. 42d St., New York 17, N.Y.; Evan J. Anton.

APEX FILM CORP.

971 N. LaCienega Blvd., Los Angeles 46, Calif.; Tel.: Crestview 5-5521; Jack Chertok, president.

Services: Film productions, and animated films.

J. ARMSTRONG & CO.

135 E. 44th St., New York 17, N. Y; Tel.: Murray Hill 7-0669; Joseph Armstrong, owner.

Service: Syndicated commercials.

ART REELS CO.

510 Cathedral Pkwy., New York 25, N.Y.; Tel.: Monument 6-2271. Stephen L. Sharff, president.

Service: Dramatic documentary films for TV.

ASSOCIATED ARTISTS PRODUCTIONS LTD.

655 Madison Ave., New York, N. Y.; Tel.: Templeton 8-2000; Paul Diamond, television director.

Services: Features and educational film shorts.

ASSOCIATION FILMS INC.

347 Madison Ave., New York 19, N. Y.; Tel.: Judson 2-3020; J. R. Bingham.

Service: 16-mm films.

Branch Offices: 35 W. 45th St. New York, N. Y.; Ralph Del Coro.

Chicago—79 E. Adams; Tel.: Harrison 7-4393; M. G. Weiland.

San Francisco—351 Turk St.; Tel.: Prospect 5-2800; Winston O. Siler.

Dallas—1915 Live Oak St.; Tel.: Randolph 3144; Carl L. Stahl.

ATLANTIC TELEVISION CORP.

130 West 46th St., New York 19, N.Y.; Tel.: Luxemburg 2-1287; Jacques Kopfstein, executive vice president.

Services: Distributors of features and westerns.

ATLAS TELEVISION CORP.

15 W. 44th St., New York 18, N.Y.; Tel.: Murray Hill 7-5535. Henry Brown, president.

Service: Distributor and producer of films, features, westerns and comedy shorts.

AUDIO FILM CENTER

45 W. 45th St., New York, N. Y.; Tel.: Luxemburg 2-1324; Laurence Saltzman, general manager.

Services: Educational short films.

B

CLAUDE BARRERE

3948 Grand Central Terminal, New York 17, N.Y.; Tel.: Murray Hill 6-0238; Claude Barrere, owner.

Service: Sales representative for live and film programs.

ZACK BAYM FILMS

13 E. 37th St., New York 16, N. Y.; Tel.: Murray Hill 9-4175; Zack Baym, director.

Service: Distributor of films for TV.

WES BEEMAN PRODUCTIONS

1041 N. Formosa Ave., Hollywood 46, Calif.; Tel.: Hollwood 9-8155; Wes Beeman, president.

Service: Production of all types of shows for telecasting, distribution.

BELL PICTURES CORP.

630 Ninth Ave., New York 19, N.Y.; Tel.: Circle 6-1383; Bert Kulick.

BENGAL PICTURES

15108 Plummer St., San Fernando, Calif.; Tel.: Empire 2-1984; Phil E. Cantonwine, business manager.

Service: Outright sale, sponsor, rentals, pictures made to order.

BRANDON FILMS INC.

200 W. 57th St., New York 19, N.Y.; Tel.: Circle 6-4868; Thomas J. Brandon, president.

Service: Supply motion pictures for TV.

BRAY STUDIOS INC.

729 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-4582; J. R. Bray.

Services: Features and short subjects.

BRITISH INFORMATION SERVICE

30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Circle 6-5100; Lester Schoenfeld, distribution manager.

Service: Rent and sell films for TV.

WILLIAM F. BROIDY PRODUCTIONS INC.

5545 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hempstead 6844.

AL BUFFINGTON PRODUCTIONS

6711 Sunset Blvd., Hollywood 28, Calif.; Tel.: 9-8367; Al Buffington, president.

Service: Complete production and packing of television programs and commercials.

C

S. W. CALDWELL LTD.

Simcoe House, Toronto 1, Ontario, Canada; Tel.: Plaza 8727; S. W. Caldwell, president.

Service: Distributors only.

CAPITAL FILM SERVICE

224 Abbott Rd., East Lansing, Mich.; Tel.: 8-3544; J. R. Hunter, owner.

CARAVEL FILMS INC.

730 Fifth Ave., New York 19, N. Y.; Tel.: Circle 7-6110; Mr. McLeary.

CASTON PRODUCTIONS

8611 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 5-0113. Robert L. Cashy, executive producer.

Service: Commercial films, spots and features.

CAVALCADE TELEVISION PROGRAMS Inc.

919 Seward St., Hollywood 38, Calif.; Tel.: 9-5458; Harvey Pergament, president.

Service: Producer and distributor of films.

Branch Offices: 875 West End Ave., New York 25, N. Y.; Alvin Pergament, manager.

Worcester, Mass.—126 Main St.; R. Pergamant, manager.

CBS TELEVISION (Div. of Columbia Broadcasting System Inc.)

485 Madison Ave., New York 22, N. Y.; Tel.: Plaza 5-2000; J. L. Van Volkenburg, president; Hubbell Robinson Jr., vice president in charge of network programs; Frank B. Falknor, vice president in charge of operations; Harry G. Ommerle, program director; Fred Thrower, vice president in charge of network sales.

CHINA FILM ENTERPRISES OF AMERICA Inc.

165 W. 46th St., New York 19, N. Y. Tel.: Columbus 5-4082.; Hsing-ching Weng, president.

Service: Film rentals and film production. 16-mm, black and white or color, also 35-mm productions on special order.

CINEFFECTS Inc.

115 W. 45th St., New York 19, N. Y.; Tel.: Circle 6-0951; Nathan Sobel.

CINEMA SERVICE Corp.

106 West End Ave., New York 23, N. Y.; Tel.: Trafalgar 3-1411; Joseph Seiden.

CINETEL Corp.

119 W. 57th St., New York 19, N. Y.; Tel.: Judson 2-4813; Edwin T. Woodruff, president.

Service: Features, westerns and short subjects for television.

Branch Offices: 117 Regent St., London, England; W. T. Richardson, president.

CONSOLIDATED TELEVISION SALES

(Division of Consolidated Television Productions Inc.)

Sunset at Van Ness, Hollywood 28, Calif.; Tel.: Hollywood 9-6339; Peter M. Robeck, national sales manager.

Service: Sell, promote and distribute TV films; also equipped to produce TV film.

Branch Offices: 25 Vanderbilt Ave., New York 17, N. Y.; Tel.: Murrayhill 6-7368 Halsey V. Barrett, eastern sales manager.

Chicago, Ill.—612 N. Michigan Ave.; Tel.: Michigan 2-5231; Stuart V. Dawson, representative.

(Continued on page 220)

the pace-making T-V FILM PROGRAMS come from

UNITY

SHORTS
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TURETTES
STERNS
SERIALS
FEATURES
DRAMAS
COMEDIES
MUSICALS
SPORT
LAUREL & HARDY'S

★ Now available to all TV Stations, agencies and sponsors — a centralized booking office for your film programs.

★ The vast film libraries of many companies are now unified for booking exclusively thru Unity.

★ Whatever your need for films — whether a serial for kid appeal or action dramas for adult audiences, you may be sure to book it at Unity.

★ Write, phone or wire today for the unified booking plan of Unity.

✓ **AUDIENCE TESTED** ✓ **SPONSOR TESTED** ✓ **RATING TESTED**

Special! **"THE STRATFORD GROUP"**

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"Summer Theatre" Sponsored by Anheuser-Busch

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MAGIC BOW
MR. EMMANUEL
AGAINST THE WIND

THE BROTHERS
THE GUV'NOR
CORRIDOR OF MIRRORS
END OF THE RIVER
DEAR MURDERER

MR. PERRIN AND MR. TRAIL
THE IRON DUKE
EAST MEETS WEST
SONG FOR TOMORROW

featuring such noted players as Stewart Granger, Yehudi Menuhin, Eric Portman, Sabu, Marius Goring, Patricia Roc, Will Fyffe, Roland Young, George Arliss and Others.

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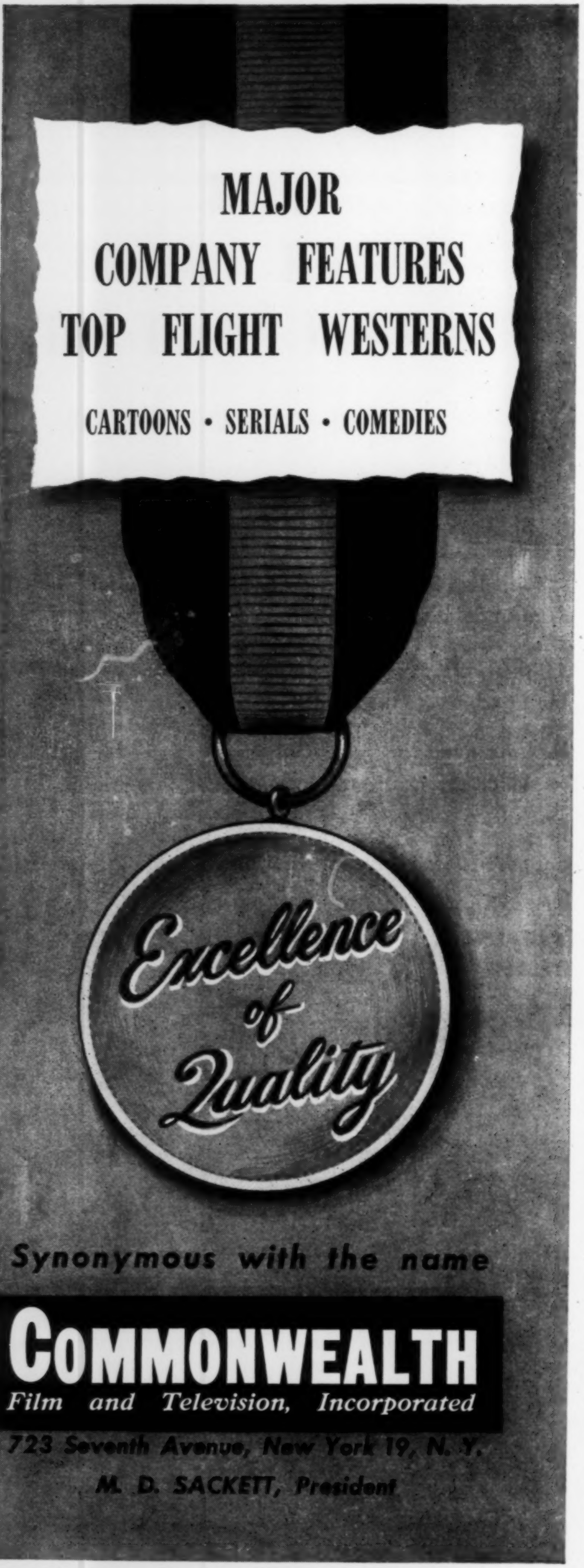
ARCHE MAYERS
President

"BOB" WORMHOUDT
Sales Manager

"CONNIE" LAZAR
Program Director

SID WEINER
TV Booker



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723 Seventh Avenue, New York 19, N. Y.
M. D. SACKETT, President

DISTRIBUTORS OF TV FILM

(Continued from page 218)

COMMONWEALTH FILM AND TELEVISION Inc.
732 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-6456; M. D. Sackett, president.
Services: Films for television.

CORNELL FILM Co.
1501 Broadway, New York, N. Y.; Tel.: Wisconsin 7-6651; Milton Salzburg.
Service: Films for television.

CORONET INSTRUCTIONAL FILMS
65 E. South Water St., Chicago 1, Ill.; Tel.: Dearborn 2-7676; Ellsworth C. Dent, director of distribution.
Service: Selected films.

CRAFTON BROTHERS Inc.
3210 W. Lawrence Ave., Chicago, Ill.; Tel.: Juniper 8-0396; David M. Crafton.

BING CROSBY ENTERPRISES Inc.
9336 W. Washington Blvd., Culver City, Calif.; Tel.: Vermont 8-2174; Charles B. Brown, vice president in charge of sales.
Service: Television film programs.

CRYSTAL PICTURES Inc.
1564 Broadway, New York 18, N. Y.; Tel.: Plaza 7-5130; Melvin M. Hirsh.

D

HENRY H. DAGAND
30 Rockefeller Pl., New York 20, N. Y.; Tel.: Circle 6-4224; H. H. Dagand.

DELBRIDGE & GORRELL
301 Fox Theatre Bldg., Detroit 26, Mich.; Tel.: Woodward 3-6990; Bill O'Halloran.

DEPHOURE STUDIOS
782 Commonwealth Ave., Boston, Mass.; Tel.: Beacon 2-5722; Joseph DePhoure.

LOUIS de ROCHEMONT Assoc.
35 West 45th St., New York, N. Y.; Tel.: Luxemburg 2-1440; Louis de Rochemont.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20, N. Y.; Tel.: Columbia 5-7035; J. Knight, manager.

JEAN DUBOIS Co.
927 21st St., Denver 2, Colo.; Tel.: Main 5401; Jean M. F. Dubois, owner and general manager.
Service: Commercial, feature and newsreel motion pictures.
Branch Offices: 2214 Dahlia St., Denver, Colo.; Tel.: East 8122.

DUDLEY TELEVISION Corp.
9908 Santa Monica Blvd., Beverly Hills, Calif.; Tel.: Crestview 1-7258; Carl Dudley, president. Don McNamara, executive vice president.
Services: TV film production (live, animation, and package shows); stock shot library.
Branch Office: 501 Madison Ave., New York, N. Y.; Tel.: Eldorado 5-1076.

DUMONT TELEVISION NETWORK
515 Madison Ave., New York 22, N. Y.; Tel.: Murray Hill 8-2600.
Services: Teletranscriptions.

E

EDUCATIONAL FILMS Corp. of America
1501 Broadway, New York 18, N. Y.; Tel.: Pennsylvania 6-1780; Earl W. Hammons.

ELLIS FILMS INC.
1501 Broadway, New York, N. Y. Tel.: Longacre 3-5457. Jack Ellis.
Services: Features.

EXPLORERS PICTURES Inc.
1501 Broadway, New York, N. Y.; Tel.: Judson 6-4674; Jules Weill, president.
Services: Films for television.

F

JERRY FAIRBANKS PRODUCTIONS Inc.
6052 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hudson 2-1101. Jerry Fairbanks, executive producer and president.
Service: All types of filmed programs and commercials for television.

Films of the Nations Distributors, Inc.

Distributors for Films of the Nations, Inc.

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FAIR DEAL MOTION PICTURE SERVICE

2040 Chatterton Ave., New York, N. Y. Tel.: Talmadge 9-6728. Louis Colson.
Services: Cartoons, serials, newsreels and features.

FILMS FOR INDUSTRY Inc.

135 W. 52d St., New York 19, N. Y.; Tel.: Plaza 3-2800; Joseph McCaffery.

FILM PUBLISHERS Inc.

25 Broad St., New York 4, N. Y.; Tel.: Hanover 2-5918. Kenneth Alan Silver, president.
Service: Rent motion pictures.

FILM STUDIOS OF CHICAGO

135 S. LaSalle St., Chicago 3, Ill.; Tel.: Central 6-8147. H. A. Spanuth, managing director.
Service: Motion picture films and package shows furnished.

FILMS OF THE AMERICAS Inc.

1045 Vermont Ave., Los Angeles 4, Calif.; Tel.: Dunkirk 8-3215. Leonard Shane, president.
Service: Production of syndicated programs, tailor-made packages. Facilities in Mexico City.
Branch Offices: 595 Fifth Ave., New York 17, N. Y.; Tel.: Plaza 8-2000; F. W. Kline.

FILMS OF THE NATIONS DISTRIBUTORS Inc.

62 W. 45th St., New York 19, N. Y.; Tel.: Murray Hill 2-0040. Maurice T. Groen, executive vice president.
Service: Film programs.

FILM VISION

1501 Broadway, New York, N. Y.; Jerry Balsam, director.
Services: Films for television.

FLAMINGO FILMS INC.

655 Madison Ave., New York 21, N. Y. Tel.: Templeton 8-2000. Sy Weintraub; Jim Harris; Dave Wolper.

Services: Serials, features and educational film shorts.

FOREIGN SERVICE FILM Corp.

3515 Sunset Blvd., Los Angeles 26, Calif.; Tel.: Normandy 2-6128; Eugene B. Gould, vice president in charge of TV.
Service: Foreign product principally Gaucho series in Mexico for TV.

G

GALLAGHER FILMS Inc.

111 S. Washington St., Green Bay, Wis.; J. C. Gallagher.

GENERAL ARTISTS Corp.

1270 Sixth Ave., New York 20, N. Y.; Tel.: Circle 7-7543; Thomas G. Rockwell.

GENERAL FILM PRODUCTION Corp.

68 West 58th St., New York, N. Y.; Elbert S. Kapit.

GENERAL TELEVISION ENTERPRISES Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Gladstone 4146; Gordon Levoy.

JACK GOETZ

1790 Broadway, New York, N. Y.; Tel.: Plaza 7-4580; Jack Goetz.

GOVERNOR TELEVISION ATTRACTIONS Inc.

151 W. 46th St., New York 19, N. Y.; Tel.: Judson 6-4221; Arthur Kerman, president.
Service: Distributors of films (features shorts, packages, westerns) for television. Deal with stations directly and with agencies.
Branch Office: 8049 Broad-Leaf Ave., Van Nuys, Calif.; Tel.: State 0-6844; Allen Martini, executive in charge.

GRAND INTERNATIONAL PICTURES Co.

366 Madison Avenue, New York 17, N. Y.

GUERIN ENTERPRISES Inc.

427 N. Euclid Ave., St. Louis 8, Mo.; Fort B. Guerin Jr.

H

HAFNER-VITTER

3 E. 57th Street, New York 22, N. Y.; Les Hafner.

MITCHELL J. HAMILBURG

8776 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 5-4171; Mitchell J. Hamilburg, executive in charge.

HAWLEY-LORD Inc.

316 W. 57th Street, New York 19, N. Y.; Tel.: Judson 6-3750; André Lord.

LESLIE HELHENA

932 N. LaBrea Ave., Hollywood 38, Calif.; Tel.: Granite 3174; Leslie Helhena.

HILE-DAMROTH Inc.

320 Broadway, New York 7, N. Y.; Tel.: Worth 4-2478; James L. Hile.

PAUL HOEFLER PROD.

7934 Santa Monica Blvd., Los Angeles 46 Calif.; Tel.: Hollywood 9-2001; Paul L. Hoefler.

HOLLYWOOD FILM CO.

5446 Carlton Way, Hollywood 27; Tel.: Hillside 7191; Ben and Harry Tietelbaum.

HOLLYWOOD FILM ENTERPRISES

6060 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hillside 2181; Thomas H. Emmett.

WEST HOOKER Inc.

30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Judson 2-3026; West Hooker, executive in charge.
Service: Representing artists, programs and films.
Branch office: 205 W. Wacker Dr., Chicago 6; Tel.: Randolph 6-7100. Laurin Healy, district manager.

I

IDEAL PICTURES Corp.

65 E. South Water St., Chicago, Ill.; Tel.: Dearborn 2-7676; Paul R. Foght.

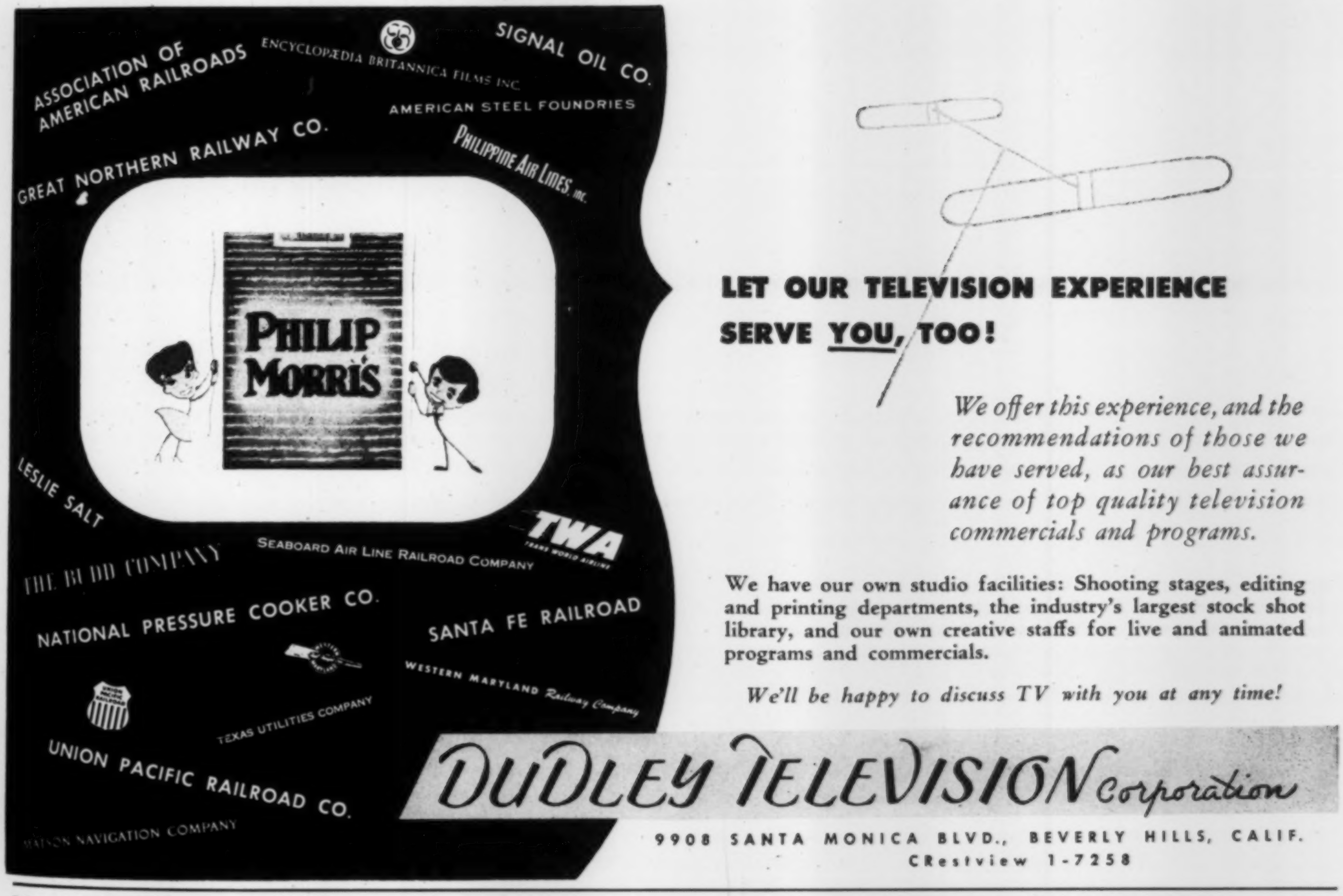
IMPS INC. INTERNATIONAL MOVIE PRODUCERS SERVICE

515 Madison Ave., New York 22, N. Y.; Ben Gradius.

INTERNATIONAL FILM BUREAU Inc.

6 N. Michigan Ave., Chicago, Ill.; Tel.: Andover 3-1826; Wesley Greene, president; Margery Weiss, secretary and sales manager.
Service: Sound films for TV, short subjects.

(Continued on page 224)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UNION PACIFIC RAILROAD CO.
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LET OUR TELEVISION EXPERIENCE SERVE YOU, TOO!

We offer this experience, and the recommendations of those we have served, as our best assurance of top quality television commercials and programs.

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We'll be happy to discuss TV with you at any time!

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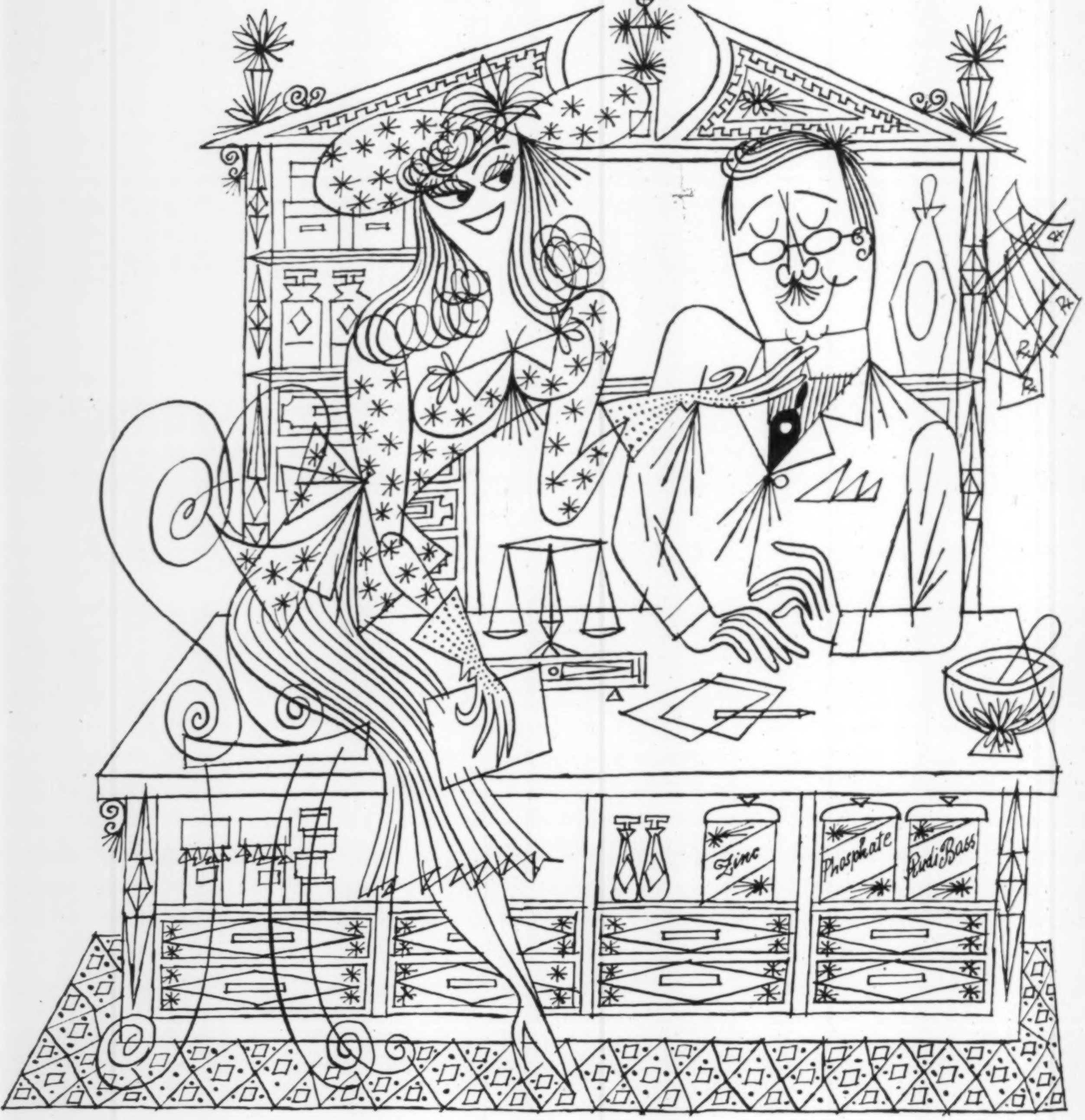
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CASES OF EDDIE DRAKE—*thirteen half-hour mystery programs with Don Haggerty ("Command Decision," "Canadian Pacific") as rough 'n' ready Eddie Drake and Patricia Morison as his girl.*

pictures...

STRANGE ADVENTURE—*fifty-two different fifteen-minute dramas adaptable also to twenty-six half-hour programs... mystery and suspense guaranteed to keep viewers on the edge of their seats.*

HOLLYWOOD ON THE LINE—*twenty-six quarter-hour simulated telephone interviews using the big box-office appeal of twenty-six big Hollywood stars to attract audiences for your sales messages.*

THE RANGE RIDER—*fifty-two half-hour films of the early American frontier starring movie heroes Jack Mahoney and Dick Jones... ready and waiting to shoot the works for your product.*

VIENNA PHILHARMONIC ORCHESTRA—*thirteen concert programs of classical and semi-classical music played by the world-renowned Vienna Orchestra, filmed in Vienna and Salzburg.*

THE GENE AUTRY SHOW—*fifty-two half-hour action dramas starring the greatest Western hero of them all... cheered by critics as "one of the hottest film packages in TV" and "wonderful news for TV fans."*

WORLD'S IMMORTAL OPERAS—*seven popular operas carefully edited for half-hour programming, with internationally famous voices; many programs with commentary by Olin Downes.*

BARBER OF SEVILLE—*the full-length opera with Metropolitan Opera stars Ferruccio Tagliavini and Italo Tajo in the leading roles, and commentary by the noted Deems Taylor.*

HOLIDAY IN PARIS—*thirteen half-hour musical variety programs produced in Paris especially for television, with continental and Broadway musical-comedy star Dolores Gray as the leading lady.*

Available soon: **BETSY AND THE MAGIC KEY, FILES OF JEFFREY JONES**

You ought to pack your customers in. And if you'll let us put you (and your sales message) in one of the CBS Television Film Sales pictures at the left, *you will.*

Because all of these pictures—created especially for television with top-quality programming and production—assure you of a huge audience... at a cost even your accountant will applaud.

And if you are looking for the one picture that will best reach *your* paying public, CBS Television Film Sales offers you as wide a variety as you will find anywhere.

But see for yourself. Just ask the CBS Television Film Sales representative nearest you for a private showing. Since each series is subject to prior sale in each market, we suggest you ask soon.

CBS Television Film Sales

Offices in New York, Chicago, Los Angeles, Memphis, San Francisco

DISTRIBUTORS OF FILM FOR TELEVISION

(Continued from page 221)

INTERNATIONAL FILM FOUNDATION Inc.
1600 Broadway, New York 19, N. Y.; Tel.: Circle 6-9438.

INTERNATIONAL GEOGRAPHIC PICTURES
1776 Broadway, New York 19, N. Y.; Tel.: Circle 6-4486; J. Allen Julier.

INTERNATIONAL NEWS SERVICE
235 E. 45th Street, New York, N. Y.; Robert H. Reid.

INTERNATIONAL RADIO & TELEVISION FEATURES
322 E. 55th St., New York, N. Y.; Jack Lloyd.

INTERNATIONAL 16mm Corp.
165 W. 46th St., New York 19, N. Y.; Tel.: Plaza 7-2265; Patrick E. Shanahan, president.
Service: Rent films, short subjects, features & classical music played by symphonic orchestras.

J

JAM HANDY ORGANIZATION
2821 E. Grand Blvd., Detroit 11, Mich.; Tel.: Tr. 5-2450; Vincent L. Herman, vice president in charge of TV.
Service: Produce TV commercials.
Branch Offices: 1031-33 G. M. Bldg., New York 19; Tel.: Judson 2-4060; Wm. Uskali.
Chicago—230 N. Michigan Ave.; Tel.: State 2-6757; J. Greenlief.
Dayton 2—310 Talbot Realty Bldg.; Tel.: Adams 6289; J. Grann.
Hollywood 28—7046 Hollywood Blvd.; Tel.:Hempstead 5809; L. G. Stewart.
Pittsburgh 22—930 Penn Ave.; Tel.: Express 1840; M. Campbell.
Washington 6 — 544 Transportation Bldg.; Tel.: District 0611; H. Watts.

JUNIOR PROGRAMS Inc.
22 Lawrence St., Newark 5, N. J.; Dorothy L. McFadden.

M

M & A ALEXANDER PRODUCTIONS Inc.
6040 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hillside 3414; Arthur Alexander, president.
Service: Production and distribution of film for television.

MALLARD TELEVISION Inc.
120 Wall St., New York 5, N. Y.; Tel.: Digby 4-3182.
Service: Supply TV stations with rented TV films.

MARATHON TV NEWSREEL
125 E. 50th St., New York 22, N. Y.; Tel.: Murray Hill 8-0985; Konstantin Kalser, executive director.
Service: Newsreel and general film production.

MARCH OF TIME TELEVISION
(Division of Time Inc.)
369 Lexington Ave., New York 17, N. Y.; Tel.: Judson 6-1212; Arthur B. Tourtellot, director of television.
Branch Office: 1000 Vermont Ave., N. W. Washington D. C.; Tel.: Republic 6050; Allen Dibble, Washington editor.

MASTER MOTION PICTURE CO
48 Piedmont St., Boston 16, Mass.; Tel.: Hancock 6-3592; Maurice Master, president and treasurer.
Service: Television commercials and distributor of television programs.

MAYFAIR PICTURES Inc.
729 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-4353; Leo Seligman, president.
Service: Distribution of motion picture films.

RALPH S. McFEELY CO.
Hartman Theater Bldg., Columbus 15, Ohio; Tel.: Adams 4116; Ralph S. McFeely, owner.
Service: Syndicated films and TV package programs.

McLARTY PICTURE PRODUCTIONS
45-47 Stanley St., Buffalo 6, N. Y.; Tel.: Taylor 0332; Henry D. McLarty, owner.
Service: Motion picture production.

CHARLES MICHELSON Inc.
15 West 47th St., New York 36, N. Y.; Tel.: Plaza 7-0695; Charles Michelson, president.
Service: Open-end film program series available for single market use, mood music & sound effects record library.
Branch Offices: 6533 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-4580. Bob Reichenbach, manager.
Salt Lake City: 3221 So. 1940 E St., Tel.: 84-2246; N. Pratt Smith, manager.
Anderson, S. C.: 1 Martin St.; Tel.: LD14; Glenn P. Warnock, manager.
Richmond, Ind.: So. 1st & B Sts.; Tel.: 1117; Harry Gennett Jr., manager.
London, N. W. 8, England: 3 Abbey Rd.; Tel.: Cunningham 1161; W. S. Barrell, manager.

MOGULL'S FILM CO.
112-114 West 48th St., New York 19, N. Y.; Tel.: Plaza 7-1414; Charles Mogull, president.
Service: Lease rights of copyrighted features & shorts.

MONOGRAM PICTURES Corp.
4376 Sunset Drive, Hollywood 7, Calif.; Tel.: Normandy 2-9181; Samuel (Steve) Broidy, president.

MOTION PICTURES FOR TELEVISION
655 Madison Ave., New York, N. Y.; Tel.: Templeton 8-2000; Eliot Hyman, president; Sy Weintraub, vice president.
Services: Films for television.

N

NATIONAL BROADCASTING CO.
30 Rockefeller Plaza, New York 20, N. Y. Tel.: Circle 7-8300. Sylvester L. Weaver Jr., vice president in charge of TV; Edward D. Madden, vice president in charge of TV network operations and sales; Fred Wile Jr., vice president, director of TV network sales production; George H. Frey, vice president, director of TV network sales. E. Lyman Munson, director of TV network operations; Charles J. Cresswell, controller for TV network.

NATIONWIDE TELEVISION Corp.
1501 Broadway, New York 36, N. Y.; Tel.: Longacre 4-8234; Irvin Shapiro, president.
Service: Distributors of motion pictures.

NEFF PRODUCTIONS
783 Harcourt Rd., Grosse Pointe, Mich.; Mort Neff, owner.
Service: Outdoor and wildlife film packages.

O

OFFICIAL FILMS Inc.
25 W. 45th St., New York 36, N. Y.; Tel.: Plaza 7-0100; William R. Goodheart Jr., president.
Service: Produce and distribute all types of television film packages.

OFFICIAL TELEVISION Inc.
25 W. 45th St., New York 19, N. Y.; Tel.: Plaza 7-0100; Bud Austin & Herman Rush.

OLIO VIDEO TELEVISION PRODUCTIONS Inc.
20 E. 42nd St., New York 17, N. Y.; Tel.: Murray Hill 2-3218; Harvey D. Cort, film director.
Service: Film production and distribution, live package production.

P

PARAMOUNT TELEVISION PRODUCTIONS Inc.
1501 Broadway, New York 18, N. Y.; Tel.: Bryant 9-8700; George T. Shupert, vice president.
Service: Production of packaged TV shows; motion pictures and TV film distribution; program transcription service.
Branch Office: 5451 Marathon St., Los Angeles 38, Calif.; Tel.: Hollywood 9-6363; Klaus Landsberg, vice president.

PICTORIAL FILMS Inc.
1501 Broadway, New York 18, N. Y.; Tel.: Trafalgar 6-6800; Frank Soule, president.
Services: Distributors of musicals, shorts, adventure series, sports reels and puppetoons.

POLARIS PICTURES Inc.
5859 W. 3rd St., Los Angeles 36, Calif.; Tel.: York 8058; Juan C. Hutchison.

POST PICTURES Corp.
115 West 45th St., New York 19, N. Y.; Tel.: Luxemburg 2-4870; Alan I. Post, TV sales.
Service: Distributors of features and shorts.

PRODUCERS REPRESENTATIVES
1270 Ave. of the Americas, New York 20, N. Y.; Irving M. Lesser.

R

RADIOVISION Corp.
1125 South Elm Drive, Los Angeles 35, Calif.; Tel.: Crestview 5-1723; Walter J. Nelson, president.
Service: Film shorts, sports, cartoons.

RELIGIOUS FILM ASSN.
220 Fifth Ave., New York 1, N. Y.; Tel.: Oregon 9-2968; Wm. L. Rogers, executive secretary.
Service: Distribute 16mm motion picture film.

(Continued on page 226)

PICTORIAL FILMS

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Producer and distributor of films for television.

Educational • Entertainment

Features, shorts, documentaries, cartoons and others.

The finest in **REEL** *entertainment*

Write to us for further information.

PICTORIAL FILMS, INC.
Dept. TL-2, 1501 Broadway, New York 18, N. Y.

POST—TV FEATURES

HOLD THE *FAMILY* AUDIENCE

Post picks the films packed with name and story values, heart-warming romance, rib-tickling comedy action . . . all-around wholesome family appeal!

For our *new* catalog of features and shorts that *hold* the family and *sell* the family, write to Dept. BC-52.

Headquarters for the finest motion pictures since 1938

POST PICTURES CORP.
115 W. 45th St. New York 19, N. Y.

William F. Broidy Productions, Inc.

1952 SCHEDULE

"WILD BILL HICKOK"	starring Guy Madison with Andy Devine, **currently on Television.** Sponsor: Kellogg's Corn Pops. Agency: Leo Burnett Co. Inc.
"HAWAIIAN PARADISE"	A **Television** series showing the beauty of the islands with songs and legends. Stars Alfred Apaka. Now editing first 13.
"TRAIL BLAZERS"	A new **television** film series, starring Alan Hale, Jr. currently shooting first two half hour episodes.
"CONSULTATION ROOM"	A new **television** film series, based on dramatic incidents in the life of a noted doctor. Starts shooting January 20th. Half hour episodes.
"PHANTOM PIRATE"	Adventures of a modern day seafaring Robin Hood. Half hour stories for **Television.** Shooting starts in April. Starring Bob Stack.
"STARR DUST"	A fifteen minute **Television** program behind the scenes in Hollywood. Starring the noted columnist Jimmy Starr. Shooting starts in February.

Plus: ***Other interesting musical, dramatic and juvenile television filmed series now past the planning stage.***

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THE SUNSET STUDIOS
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DISTRIBUTORS OF FILM FOR TELEVISION

REPUBLIC RADIO & TELEVISION FEATURES
64 E. Lake St., Chicago 1, Ill.; Tel.: State 2-0460; Capico Kapps, director and producer.
Service: Producers and distributors of TV spots and programs.

REYNOLDS PRODUCTIONS
321 S. Beverly Drive, Beverly Hills, Calif.; Tel.: Crestview 1-6155; Stuart Reynolds, president.
Service: Production, sale and distribution of television programs on film.

MATION RIDDICK PRODUCTIONS
815 Stuart St., Houston 6, Texas; Tel.: Linden 9653; Wm. M. Riddick, owner.
Service: Film programs, shorts, serials for children by children.

HAL ROACH STUDIOS Inc.
8822 Washington Blvd., Culver City, Calif.; Tel.: Texas 0-2761; Hal E. Roach, president.
Service: Film producers of spots, shows and industrial films.
Branch Office: 729 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-4135; Herbert R. Gelbspan, eastern representative.

ROYAL FILM EXCHANGE
1550 Cross-roads-of-the-World, Hollywood 28, Calif.; Tel.: Hempstead 3173; Bill Scott Brown, president and director.
Service: TV film production; film distributors and broker.

S

SELS PRODUCTIONS
1906 N. Lietz Ave., Burbank, Calif.; Tel.: Charleston 8-6452; Len Segall, general manager.
Branch Offices: 1458 S. Shenandoah St., Los Angeles 35, Calif.; Tel.: Crestview 6-2426; Bob Clamage, manager.
Chicago, Ill.—1205 W. Sherwin Ave.: Tel.: Hollycourt 5-9254; Dore Lewis, representative.

SIMMEL - MESERVEY TELEVISION PRODUCTIONS Inc.
321 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Bradshaw 2-3874; Louis C. Simmel, president.
Service: Production and distribution of 16mm films.

SNADER TELESCRIPTION SALES
328 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 5-1114; Reub R. Kauffman, president.
Services: Film distributor.
Branch Offices: New York, N. Y., 229 W. 42nd St., Tel. Longacre 4-3971, E. Jonny Graff, vice president in charge of sales; Chicago, Ill., 59 E. Van Buren., Tel. Webster 9-5466., Al LeVin; Atlanta, Ga., 735 Spring St., N. W., Robert Sherman; Cleveland, Ohio, 1720 Euclid Ave., George Blair; Brownsville, Tex., 1111 S. E. Levee St., Monte Kleban, Mexico representative; Toronto, Ontario, Canada, 150 Simcoe St., S. W. Caldwell, Canada representative.

SCREEN GEMS Inc.
729 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-5044; Will Baltin, national sales manager.
Services: Disc jockey films.

SONOCHROME PRODUCTIONS
112 W. 89th St., New York, N. Y.; Tel.: Trafalgar 3-6221; Nathan Zucker.

SPECIALTY TELEVISION FILMS Inc.
1501 Broadway, New York, N. Y.; Tel.: Judson 6-4674; Jules Weill, president.
Services: Films for television.

STANDARD TELEVISION Corp.
1501 Broadway, New York 36, N. Y.; Tel.: Longacre 4-8234; Irvin Shapiro, president.
Services: Distributor of films for TV.

STATION DISTRIBUTORS Inc.
40 E. 51st St., New York 22, N. Y.; Tel.: Plaza 9-4953; Walter Stuart, president.
Service: National, regional and local syndication of individual films and package film series.
Branch Office: 321 S. Beverly Drive, Beverly Hills Calif; Stuart Reynolds, associate.

STERLING TELEVISION Co.
316 W. 57th St., New York 19, N. Y.; Tel.: Judson 6-3750; Saul J. Turell, president.
Service: TV film producers and distributors; features, shorts, documentaries and film series, stock shot division.

(Continued on page 228)

how to secure a top television film program:

Five basic requirements are necessary to produce a top television film program series—from promise to fulfillment. The real job is to find them all in one organization—with sufficient experience to insure that all five are working smoothly and efficiently.

These five requirements are:
. . . an adequate script department
. . . a mature casting group
. . . a truly fine production unit
. . . a top creative editorial staff
. . . ample capital.

As producers of 44 half-hour *Fireside Theatre* programs and now well under way with two new series of 52 half-hours each, *Rebound* and *Crown Theatre*, Crosby Enterprises, Inc. offers agencies and advertisers a background and experience probably unparalleled in this field. We have several additional properties available for consideration.

Inquiries should be addressed to Charles B. Brown, Crosby Enterprises, Inc., 9028 Sunset Boulevard, Hollywood 46, California.

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SNADER PRODUCTIONS

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HOURS

OF TOP-NOTCH

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Now, more than ever before, television has turned to film programming . . . and SNADER PRODUCTIONS leads the field with an impressive 1952 release program of more than 277 hours of top-quality tele-films!

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DICK TRACY—*half-hour dramatic episodes based on the famous comic strip.*

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WASHINGTON SPOTLIGHT—*direct from the nation's capital . . . weekly 1/4 hour on-the-spot interviews with government leaders.*

THIS IS THE STORY—*famous tales, masterfully recreated by America's greatest story-teller, Ed Prentiss. Twice weekly 1/4 hour series.*

NATIONAL TELE-VESPERS—*inspirational half-hour program featuring the nation's top spiritual leaders.*

FAIRY TALE FAVORITES—*the greatest of fairy tales beautifully dramatized for youngsters of all ages in Uncle Toby's own magical way. New weekly 1/4 hour series.*

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Beverly Hills, Calif.

PRODUCTION OFFICES
177 So. Beverly Drive
Beverly Hills, Calif.

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Distributors for Canada — S.W. CALDWELL, LTD.
Distributors for Mexico — TELEVISION de MATAMOROS S. A.

DISTRIBUTORS OF FILM FOR TELEVISION

(Continued from page 226)

T

HAL TATE PRODUCTIONS

831 S. Wabash Ave., Chicago 5, Ill., Tel.: Harrison 7-3610; Hal Tate, president.

Services: TV package programs, production, consultant service.

Toronto—(S. W. Caldwell Ltd.) 150 Simcoe St., Simcoe House, Tel.: Plaza 8727; S. W. Caldwell.

TELECAST FILMS Inc.

112 W. 48th St., New York 19, N. Y.; Tel.: Judson 6-5480; Gordon Hedwig.

Service: Feature films for TV.

TELECOMICS Inc.

247 Park Ave., New York 17, N. Y.; Tel.: Eldorado 5-2544; Stephen Slesinger.

TELEFILM Inc.

6039 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-7205; J. A. Thomas.

TELENEWS PRODUCTIONS Inc.

630 Ninth Ave., New York 19, N. Y.; Tel.: Judson 6-2450; Charles N. Burris, general manager.

Service: TV newsreel.

Branch Office: 1905 Fairview Ave., N. E., Washington, D. C.; Tel.: Lawrence 6-5607; Charles Shutt, bureau manager.

TELE-PICTURE Inc.

5746 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hillside 9144; Dorothy de Mayo, vice-president.

Service: Distribution of films to television.

Branch Office: Joseph P. Smith, 1650 Broadway, New York, N. Y.; Circle 6-3590.

TV FILMS Inc.

155 W. 46th St., New York 19, N. Y.; Tel.: Judson 2-3607; R. V. Pollock, president.

Service: Motion picture producers and distributors.

TWENTIETH CENTURY-FOX TELEVISION PRODUCTIONS

444 W. 56th St., New York, N. Y.; Tel.: Columbia 5-3320; Peter G. Lavathes.

U

UNITED ARTISTS TELEVISION Corp.

729 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-6000; John H. Mitchell, director of TV.

Service: Distribution of programs for TV.

Branch Offices: 1301 S. Wabash Ave., Chicago; Tel.: Harrison 7-6310; Richard Gedney, salesman.

Cleveland 14—1745 E. 23rd St.; Tel.: Prospect 1-2985; William Ellis, salesman.

Dallas 1—2020 Jackson St.; Tel.: Riverside 1363; Pat O'Brian, salesman.

UNITED BROADCASTING Co.

301 E. Erie St., Chicago 11, Ill.; Tel.: Superior 7-9114; William L. Klein, president.

Service: Complete sound and film equipment for any type of production from 20-sec. spots to hour shows; Westrex magnetic film recorder, all types of cameras, cranes, and production staff.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17; Tel.: Murray Hill 2-0400; Leroy Keller, general sales manager.

Service: United Press Movietone News. Motion picture news coverage prepared jointly by Twentieth Century-Fox and United Press.

UNITED PRODUCTIONS OF AMERICA

4440 Lakeside Dr., Burbank, Calif.; Tel.: Charleston 0-7171; Stephen Bosustow, president.

Service: Producers of animated commercial advertising spots and animated TV program pictures.

Branch Office: 670 Fifth Ave., New York 22; Tel.: Plaza 9-4980; Edward F. Cullen, vice president (specializing in TV production).

UNITED TELEFILM Co.

106 W. 39th St., New York 18, N. Y.; Tel.: Longacre 5-3137; Jesse L. Stern, owner.

Service: Produce and distribute films, symphonics, operas, religious and foreign; also syndicated programs and features.

Branch Office: 1001 New Jersey Ave., N. W., Washington, D. C.; Tel.: Republic 0776; B. H. Mills and L. J. Stern.

UNITED TELEVISION PROGRAMS Inc.

360 North Michigan Avenue, Chicago 1, Ill.; Tel.: Central 6-0041; Milton M. Blink.

Service: Exclusive distributors for producers of films made expressly for TV: Bing Crosby Enterprises Inc.; Kling United Sleepy Joe Productions Inc.; Marion Parsonnet; Apex Films; General Entertainment Corp.; Stillfilms Inc.; Mutual Television Productions Inc.

Branch Offices: Aaron Beckwith, 444 Madison Ave., New York 22, N. Y.; Tel.: Plaza 3-4620; Gerald King, 140 North La Brea, Los Angeles 36, Calif.; Tel.: Webster 8-9181.

UNITED WORLD FILMS Inc.

445 Park Ave., New York; Tel.: Plaza 9-8000; Norman E. Gluck, vice president.

Service: Production of spot commercials, distribution of shorts, production and distribution series film shows.

Branch Offices: 542 S. Dearborn St., Chicago; Tel.: Webster 9-0660; Carl Waters, manager.

Los Angeles—7356 Melrose Ave.; Tel.: Webster 8-6125; Frank Harrington, manager.

Atlanta—287 Techwood Dr., N. W.; Tel.: Cypress 6201; L. Berch, manager.

Dallas—2227 Bryan St.; Tel.: Sterling 4277; Ed Grindstaff, manager.

UNITY TELEVISION Corp.

1501 Broadway, New York 36, N. Y.; Tel.: Longacre 4-8234; Archie A. Mayers, president.

Service: Distributors of motion picture films.

REELS OF

REAL QUALITY!

Not only Madam, but the entire family are spellbound by such films as our historical dramas featuring TOM KEENE and RITA HAYWORTH I CONQUER THE SEA with DENNIS MORGAN — FLAMING HEARTS — UNSUNG HEROES — SAVAGE GOLD, and THRILLER from the JUNGLES OF EQUADOR. These are some of our exciting features, T. V. proved commercially and sustaining wire by top T. V. stations.

FILMS FOR TELEVISION!

Full length feature mysteries—dramas—historicals—adventure & westerns—serial—short series in sports and nature—travel—novelties to fit any type of program.

Information and prices on request. Write, wire or phone now for new classified film brochure.

TFI-TV

* * *

TELECAST FILMS Inc.

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JUdson 6-5480

HT

In Washington H. T. stands for Harry Truman but in Chicago H. T. is

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¼ hour programming.
Available in 13-week segments.

"STRANGER THAN FICTION"

65 Issues—Each ¼ hour.
Ideal for low budgets.

AVAILABLE MARCH 1st:

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¼ hour news quiz show.
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TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(For Film Distributors see Listing, page 218)

A

ACADEMY FILM PRODUCTIONS INC.
123 W. Chestnut St., Chicago 10, Ill., Tel.: Michigan 2-0128; Bernard Howard, president.
Services: TV package programs and commercials, production, scripts, consultation service.

ACADEMY FILMS
P. O. Box 3088, Hollywood 38, Calif., Tel.: Gladstone 3219; James A. Larsen, president.
Services: TV production, commercials.

ACME TELECTRONIX DIV. OF NEA SERVICE INC.
W. 3d & Lakeside, Cleveland 13, Ohio, Tel.: Ma 1-7300; Meade Monroe, vice president.
Services: TV package programs, production, news pictures and photos in slides, Telephoto service, TV scripts.
New York—461 8th Ave., Tel.: Longacre 3-5160; R. W. Johnson, eastern manager.
San Francisco—News Bldg., 814 Mission St., Tel.: Garfield 1-4158; Sherman Montrose, western manager.
Chicago—Tribune Bldg., Tel.: Superior 7-8320; J. L. Herman, midwest manager.

ADVANCE FILM PRODUCTIONS
729 7th Ave., New York 19, N. Y.; Tel.: Columbus 5-5400; William F. Crouch, executive vice president.
Services: TV package programs, production, scripts.

AFFILIATED ARTISTS REPRESENTATIVES
20 E. 53d St., New York 22, N. Y., Tel.: Plaza 3-1862; Lee Wallace, Robert Mayberry, Irene Etkin.
Services: TV package programs, production, scripts, talent.

AFFILIATED PROGRAM SERVICE
535 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-1881; Paul F. Adler, president.
Services: TV package programs and syndicated film services.

NICHOLAS T. AGNETA
RKO Bldg., New York 19, N. Y., Tel.: Columbus 5-0232; Nicholas T. Agneta, manager.
Services: TV production, scripts, talent.

ALLEN & ALLEN PRODUCTIONS
3947 W. 59th Pl., Los Angeles 43, Calif., Tel.: Ax 3-3314; George E. Allen, directing manager.
Services: TV package programs.

ALL-SCOPE PICTURES INC.
7525 Beverly Blvd., Hollywood 36, Calif., Tel.: Wyoming 1128; Gordon S. Mitchell, president.
Services: TV package programs, production.

ALTON ALEXANDER RADIO-TELEVISION PRODUCTIONS
825 W. 187th St., New York 33, N. Y., Tel.: Lorraine 8-3100; Lottie Ritter, manager.
Services: TV , scripts, package programs, production.

AMERICAN FILM PRODUCERS
1600 Broadway, New York 19, N. Y., Tel.: Plaza 7-5915; Robert Gross, executive producer.
Service: Sponsored film programs, commercials, special film openings and closings for live shows.

AMERICAN INSTITUTE OF FOOD PRODUCTS INC.
19 W. 44th St., New York 18, N. Y., Tel.: Murray Hill 2-4944; Robert A. Bories, general manager.
Services: TV production, scripts, talent for food merchandising.

AMERICAN JEWISH BROADCASTING CO. INC.
150 Broadway, New York 7, N. Y., Tel.: Worth 2-3322; Herman Younglieb, manager.
Services: Jewish programs.

TOBY ANGUISH MOTION PICTURE PRODUCTIONS
8470 Melrose Ave., Los Angeles 46, Calif., Tel.: Webster 3-8301; Toby Anguish, owner
Services: TV package programs, programs, production.

ANIMATED ARTS
4001 Nichols Ave., SW., Washington 20, D. C., Tel.: Johnson 2-9424; C. Wes Doty, producer.
Services: TV slides and films, live and animated.

APEX RECORDING STUDIOS INC.
119 W. 57th St., New York 19, N. Y., Tel.: Plaza 7-7067; Robert E. Scheuing, president.
Services: Recording.

ARCHER PRODUCTIONS INC.
4101 Broadway, Long Island City, N. Y., Tel.: Ravenswood 8-2801; Leo M. Langlois.
Services: TV scripts, package programs, production.
New York 19—35 W. 53d St., Tel.: Judson 6-2690; Ray J. Mauer.

ARIZONA RECORDING PRODUCTIONS
834 N. 7th Ave., Phoenix, Ariz., Tel.: 2-2016; Raymond A. Boley, owner-manager.
Services: TV program production, scripts, talent.

ARTISTS RECORDING STUDIOS
15 W. 10th St., Kansas City 6, Mo., Tel.: Harrison 6109; Bill L. Godden, owner.
Services: TV recording and sound production.

THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y., Tel.: Plaza 7-1111; Oliver Gramling, assistant general manager.
Services: World-wide news service, AP Wirephoto spot news pictures.

ASSOCIATED PROGRAM SERVICE
151 W. 46th St., New York 19, N. Y., Tel.: Plaza 7-7710; Maurice B. Mitchell, vice president and general manager.
Services: Basic and specialized production and TV transcription libraries, scripts.
Atlanta—87½ Fairlic St., N. W.

ATLAS FILM CORP.
1111 S. Boulevard, Oak Park, Ill., Tel.: Austin 7-8620; Norman C. Lindquist, vice president and TV director.
Services: TV package programs, production, scripts.
Chicago 1—228 N. La Salle.

ATLAS TELEVISION CORP.
15 W. 44th St., New York 18, N. Y., Tel.: Murray Hill 7-5535; Henry Brown, president.
Services: TV package programs, production, consultant service.

AUDIO-MASTER CORP.
341 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 3-3881; Herbert Rosen.

AUDIO PICTURES Ltd.
310 Lakeshore Rd., Toronto 14, Ontario, Canada, Tel.: Murray 7226; Arthur Gottlieb, president; Gladys Glad Gottlieb, vice president.
Services: Complete production facilities for shorts.

AUDIO PRODUCTIONS INC.
630 Ninth Ave., New York 19, N. Y.; Tel.: Columbia 5-6711; Frank K. Speidell.

AUDIO-VISUAL ENGINEERING CO. (AVEC PRODUCTIONS)
232 E. Erie St., Chicago 11, Ill., Tel.: Mohawk 4-4435; Alfred M. Zemlo.
Services: TV package programs, production.

AVEC PRODUCTIONS
232 E. Erie St., Chicago 11, Ill., Tel.: Mohawk 4-4435; W. J. Dee.
Services: Complete studio service.

B

BAILEY FILMS INC.
6509 De Longpre Ave., Hollywood 28, Calif., Tel.: Hillside 7949; Albert R. Bailey, president.
Services: TV package programs, production.

THOS. J. BARBRE, MOTION PICTURE PRODUCTIONS
1215 E. Virginia Ave., Denver 9, Colo., Tel.: Race 4605; Thos. J. Barbre, president.
Services: Production of spot commercials, all lengths.

CLAUDE BARRERE
3948 Grand Central Terminal, New York 17, N. Y., Tel.: Murray Hill 6-0238; Claude Barrere, owner.
Services: TV package programs, sales representative.

BARRY & ENRIGHT PRODUCTIONS INC.
104 E. 40th St., New York City, Tel.: Oregon 9-3118; Jack Barry, president.
Services: TV scripts, package programs, production, talent.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 2-8877; Charles J. Basch, partner.
Services: TV package programs, production.

V. S. BECKER PRODUCTIONS
562 5th Ave., New York 36, N. Y., Tel.: Luxemburg 2-1040; Viola S. Becker, owner.
Services: TV package programs, production, scripts, talent.

BELTONE RECORDING CORP.
709 8th Ave., New York City, Tel.: Luxemburg 2-2920; Leslie C. Cahan, president.
Services: TV film distribution.

GEORGE R. BENTEL & ASSOC.
6606 Sunset Blvd., Hollywood 28, Calif., Tel.: Granite 8608; George R. Bentel, president.
Services: TV production, package programs, scripts.

JULIAN BERCOVICI PRODUCTIONS
142 W. 10th St., New York 14, N. Y., Tel.: Chelsea 3-8732; Julian Bercovici.
Services: TV package programs, production, scripts, package staging elements.

BERMAN & BETTENBENDER
410 S. Michigan Ave., Chicago 5, Ill., Tel.: Wabash 2-7488; Bernard S. Berman, partner.
Services: Scripts, TV package programs, production (programs and commercials), talent.

ALBERT BLACK TELEVISION PRODUCTIONS
1270 6th Ave., Rockefeller Center, New York 20, N. Y., Tel.: Columbus 5-5885-86; Albert Black.
Services: TV production, package programs, recording, scripts, talent.

FRITZ BLOCKI PRODUCTIONS
7266¼ Fountain Ave., Hollywood 46, Calif., Tel.: Hudson 2-8971; Fritz Blocki.
Services: TV package programs, production.

FORD BOND RADIO PRODUCTIONS INC.
810 RCA Bldg., New York 20, N. Y., Tel.: Circle 7-2236; Ford Bond, president.
Services: TV scripts, production, package programs and development, advisory service.

BOYD ENTERPRISES
Box 1844, Fort Worth, Texas; Harvey Boyd, owner.
Services: TV package programs, production (programs and commercials), scripts, talent.

BRACKEN RADIO & TELEVISION PRODUCTIONS INC.
8259 Beverly Blvd., Los Angeles 48, Calif., Tel.: Webster 8-6196; Eddie Bracken, president.
Services: TV package programs, production (shows and commercials), scripts, talent.

BRISCOE & GOLDSMITH INC.
522 5th Ave., New York 18, N. Y., Tel.: Murray Hill 2-6244; Miss Ethel Terry, manager.
Services: Agent for TV talent.

(Continued on page 232)

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TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Continued from page 230)

BRITISH INFORMATION SERVICE
30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 6-5100; Lester Schoenfeld, distribution manager.
Services: Film rental & sales, scripts, talent.

BROADCAST PRODUCTIONS CORP.
25 E. Jackson Blvd., Chicago 4, Ill., Tel.: Wabash 2-0711; John Stamford, president.
Services: TV package shows, production, talent, recording.

BROADCAST PRODUCTIONS INC.
350 Madison, Detroit 26, Mich., Tel.: Woodward 5-0909; Lois Michels, president.
Services: TV scripts, package programs, production, talent.

BROADCASTING & FILM COMMISSION OF THE NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE USA
220 5th Ave., New York 1, N. Y., Tel.: Oregon 9-2968; Ronald Bridges, executive director.
Services: TV Program production (network and film), TV training workshops for religious leaders.
Hollywood 28—5746 Sunset Blvd., Tel.: Hillside 7464; Oren W. Evans.

BROADCASTING PROGRAM SERVICE
341 Madison Ave., New York 17, N. Y., Tel.: Murray Hill, 3-3881; Herbert Rosen, president.
Services: Musicals, full length and shorts.

CHAMBERLAIN BROWN
145 W. 45th St., New York 19, N. Y., Tel.: Luxemburg 2-2207; Chamberlain Brown, manager.
Services: Production, scripts, talent.

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HOWARD C. BROWN
6059 Melrose Ave., Hollywood 38, Calif., Tel.: Hollywood 9-6045.
Services: Production.

IRVING BROWNING
70 W. 45th St., New York, N. Y. Tel.: Murray Hill 2-7490.
Services: Newsreels, film production and educational short films.

BUCKEYE MOTION PICTURE PRODUCERS (DIV. OF CHAR-EV PRODUCTION CO.)
1908 Lea Crest Drive, Dallas, Texas, Tel.: Drexel 4-3754; Charles H. Edwards, president.
Services: TV package programs, production, scripts, talent.
Newark (Ohio)—Arcade Annex #2, Tel.: 43584; C. Dean Cullison, treasurer.
Wilmore (Ky.) — 112 Main St., Tel.: 4754; Don Jewell, sales manager.

AL BUFFINGTON
6711 Sunset Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-8367; Al Buffington, president.
Services: TV scripts, package programs and commercials, production (live and film).

BYRON INC.
1226 Wisconsin Ave., Washington 7, D. C., Tel.: Dupont 1800; Byron Roudabush, president.
Services: Complete production facilities for 16-mm films and complete laboratory services for 16-mm processing and furnishing release prints.

BYRON PRODUCTIONS CO.
730 5th Ave., New York 19, N. Y., Tel.: Circle 6-2677; Edward A. Byron, president.
Services: Package programs.

C

C & G FILM EFFECTS
1600 Broadway, New York 19, N. Y., Tel.: Plaza 7-2098; Hugo Casolaro, partner; Mr. Gottlieb, partner.
Services: Titles, animation, slide films, optical effects, 16-mm, 35-mm.

CAMERA CRAFT
6764 Lexington Ave., Hollywood 38, Calif., Tel.: Hempstead 6856; Robert Crawford, owner.
Services: TV production, recording, equipment rental.

CAMPBELL-CAHILL STUDIO
360 North Michigan Ave., Chicago; Tel.: FRanklin 2-4649; Jerry Campbell.
Services: Television commercials.

CAMPBELL PRODUCTIONS,
19 W. 44th St., New York 18, N. Y. Tel.: Murray Hill 2-2542. Muriel Campbell.
Services: package, creating, consulting and editing.

CAMPUS FILM PRODUCTIONS
161 Remsen St., Brooklyn 2, N. Y.; Tel.: Triangle 5-6296.

CAPITOL RECORDS INC. — BROADCAST DIV.
Sunset & Vine, Hollywood 28, Calif., Tel.: Hollywood 9-8171; Clifford E. Ogden, general manager.
Services: Theme and mood music for TV film producers.
New York 19—1730 Broadway, Tel.: Plaza 7-7470; William Fenkeldey.
Hollywood—1453 Vine St., Tel.: Hollywood 9-8171; James Strain.
Atlanta—535 Courtland St. NE, Tel.: Atwood 4433; Jack Barton.
Chicago 5—1449 S. Michigan Ave., Tel.: Harrison 7-3500; Alvin King.
Dallas—1801 N. Industrial, Tel.: Randolph 8188; Jack Barton.

CAPITOL RECORDS INC.
(Studio & Recording Services Div.)
5515 Melrose Ave., Los Angeles 5, Calif., Tel.: Hempstead 7114; Jack Richardson, manager.
Services: Television, studio recording, film.

PHILLIPS CARLIN
Room 2214 RKO Bldg., New York 20, N. Y., Tel.: Judson 6-5534; Phillips Carlin.
Services: TV package programs, production, representative for out-of-town advertising agencies.

CARSON-STEMPEL ENTERPRISES
717 N. La Cienega Blvd., Los Angeles 46, Calif., Tel.: Crestview 1-7141; Frank Stempel, partner.
Services: TV shows, scripts, talent.

GARRY CARTER INC.
10 E. 49th St., New York 17, N. Y., Tel.: Plaza 9-2890; Garry J. Carter, president.
Services: TV package programs.
Toronto—59 Avenue Rd., Tel.: Princess 2505; Bob Howe.

CASCADE PICTURES OF CALIFORNIA INC.
8822 Washington Blvd., Culver City, Calif., Tel.: Texas 0-4520; Bernard J. Carr, president.
Services: TV production.

CASTING CONSULTANTS
595 Madison Ave., New York 22, N. Y., Tel.: Murray Hill 8-4754; Eleanor Kilgallen, Monique James, partners.
Services: Casting consultant, talent.

CASTON PRODUCTIONS
8611 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 5-0113; Robert L. Cashy, executive producer.
Services: TV package programs, production (spots and features).

CAVALCADE TELEVISION PROGRAMS INC.
919 Seward St., Hollywood 38, Calif., Tel.: Hollywood 9-5458; Harvey Pergament, president.

CAVALIER PRODUCTIONS
Box 215, 600 Franklin Ave., Garden City, N. Y., Tel.: Garden City 7-7110; Dr. J. L. Levit, president; Robert Miles Master, executive producer.
Services: TV production, consultant service.

CENTAUR PRODUCTIONS
125 E. Linden Ave., Burbank, Calif., Tel.: Rockwell 9-2194; Wah Chang, partner; Norval Crutcher, partner: Gene Warren, partner.
Services: Produce custom-made films in dimensional animation and special effects; design and construct scenery and props.

BRUCE CHAPMAN CO.
55 W. 42d St., New York 36, N. Y., Tel.: Wisconsin 7-9244; Bruce Chapman, president.
Services: TV package programs.
Hollywood 28—6711 Sunset Blvd., Tel.: Gladstone 6342; Joseph Mansfield, manager.
Paris 2 — 30 Rue de Gramont, Tel.: Richelieu 80-04; Dan Morley.
London W 1—22 Davies St., Tel.: Mayfair 1037; Frank Byers.
Berlin—am Park 9-10, Tel.: 71-64-69; Rolf Brede.
Vienna — Sieveringerstrasse 25, Tel.: B-16550; Victor Reingruber.

MARY D. CHASE PRODUCTIONS
25 W. 45th St., New York 19, N. Y., Tel.: Plaza 7-0100; Mary Chase.
Services: Live (and film) TV programs, production, talent.

LEW CHATHAM ASSOCIATES
Chatham Bldg., Claremore, Okla., Tel.: 1122; L. A. Chatham, general manager.
Services: Filming 35 and 16-mm productions, commercials, special events, news coverage, all services on either 35-mm or 16-mm, anywhere in Southwest.

CHICAGO FILM LAB INC.
56 E. Superior St., Chicago 11, Ill., Tel.: Whitehall 4-6971; A. G. Dunlap, president.
Services: TV scripts, talent (film commercials).

CHICAGO TRIBUNE - NEW YORK NEWS SYNDICATE INC.
220 E. 42d St., New York 17, N. Y., Tel.: Murray Hill 2-1234; Mollie Slott.
Services: Newspaper features adaptable to telecasting.

CHOREOGRAPHERS WORKSHOP
471 Park Ave., New York 22, N. Y. Tel.: Plaza 9-6239; Trudy Goth, director.
Services: TV package programs (dance routines), production, talent, consultant service.

CHRISTIAN FILMS
625 N. Mansfield Ave., Hollywood 38, Calif., Tel.: York 1783; Rev. H. K. Rasbach, manager.
Services: TV production.

FRANK CHRISTL & ASSOC.
521 N. La Cienga Blvd., Los Angeles 48, Calif., Tel.: Crestview 1-6452; Frank Christl, manager.
Services: TV packages and production, scripts, talent.

CINEMA (CANADA) PICTURES Ltd.
261 Davenport Rd., Toronto 5, Ontario, Canada., Tel.: Midway 0909; Carl B. French, managing director.
Services: Black and white and color film production.

CINEMART INC.
101 Park Ave., New York 17, N. Y., Tel.: Murray Hill 4-1562; Varian Fry, president.
Services. Production of motion pictures.

CINEQUE COLORFILM LABS. Inc.
424 E. 89th St., New York, N. Y.; Tel.: Sacramento 2-5837; Sam Marcus.

CINESCOPE FILMS
42-45 160th St., Flushing, L. I., N. Y., Tel.: Plaza 8-1935; George L. George, president.
Services: Production of commercial entertainment and educational films for television.

CINETECH CO. INC.
106 West End Ave., New York City, Tel.: Trafalgar 3-1411; Joseph Seiden, manager.
Services: Rental of TV equipment.

CINE-TELE PRODUCTIONS
1161 N. Highland Ave., Hollywood 38, Calif., Tel.: Hillside 7471; Harry J. Lehman, president.
Services: Films for television, sports, educational, public relations, semi-animated TV spots.

GEORGE W. COLBURN LAB INC.
164 N. Wacker Dr., Chicago 6, Ill., Tel.: State 2-7316; Henry Ushijama, production director.
Services: Sound recording and lab service.

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CHICAGO 1
FRanklin 2-4649

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

TED COLLINS CORP.
1819 Broadway, New York 23, N. Y., Tel.: Circle 7-0094; Ted Collins, manager.
Services: Production, talent.

COLONIAL FILMS
1989 S. George Mason Dr., Arlington 4, Va., Tel.: Jackson 5-8021; Harold L. Lassiter, owner.
Services: Motion picture production.

COLSON & CO.
709 Jefferson Tower, Dallas, Texas., Tel.: Yale 5510; Harrison D. Colson, president.
Services: Package films and commercials.

COLUMBIA ARTISTS MANAGEMENT INC.
113 W. 57th St., New York 19, N. Y., Tel.: Circle 7-6900; Frederick Schang Jr., president; Eleanor French, director of TV Dept.
Services: Talent.
Chicago—406 Wrigley Bldg., Tel.: Superior 2542.
San Francisco—35 Grove St., Tel.: Hemlock 1-7496; Paul Posz, manager.
Los Angeles—427 W. 5th St., David Ferguson, manager.

COMMODORE PRODUCTIONS & ARTISTS INC.
1350 N. Highland Ave., Hollywood 28, Calif., Tel.: Hollywood 9-8229; Walter White Jr., president.
Services: TV package programs, production.

FRANK COOPER ASSOCIATES
521 5th Ave., New York 17, N. Y., Tel.: Vanderbilt 6-5661; Sy Fischer, manager.
Services: TV productions, talent, personal managers, writers' agents.
Hollywood—7225 Hollywood Blvd., Tel.: Hollywood 9-3737; Frank Cooper, owner.

CORNELL FILM Co.
1501 Broadway, New York, N. Y.; Tel.: Wisconsin 7-6651; Sam Krumholz, president.
Services: Films for television.

COURNEYA PRODUCTIONS
418 S. Robertson Blvd., Los Angeles, Calif., Tel.: Crestview 5-4373.
Services: TV recording, package programs, production.

LOUIS G. COWAN INC.
575 Madison Ave., New York 22, N. Y., Tel.: Plaza 9-3700; Alfred L. Hollender, vice president.
Services: TV production, package shows, consultant service.
Chicago 3—8 S. Michigan Ave., Tel.: Randolph 6-2022; John Lewellen, vice president.

CRAWFORD PICTURES INC.
6764 Lexington Ave., Hollywood 38, Calif., Tel.: Hempstead 6856; Robert Crawford.
Services: TV package programs, production, equipment rental.

LEIGH CROSBY (Formerly Crosby & Fogle Radio Productions)
1651 Cosmo St., Hollywood 28, Calif., Tel.: Granite 3171; Leigh Crosby.
Services: TV production.

CROSLEY BROADCASTING CORP.
140 W. 9th St., Cincinnati 2, Ohio, Tel.: Cherry 1822; R. E. Dunville, president.
Services: TV package programs, production, scripts, talent.
New York 20—630 5th Ave., Tel.: Circle 6-1616; Bernard Musnik.
Chicago 1—360 N. Michigan Ave., Tel.: State 2-6693; Harry Albrecht.
Hollywood 28—6381 Hollywood Blvd., Tel.: Hollywood 9-5408; Tracy Moore.
San Francisco 4—Tel.: Exbrook 2-8033; Tracy Moore.
Dayton 9—4595 S. Dixie Highway, Tel.: Walnut 2101; H. P. Lasker.
Columbus 2—3165 Olentangy River Rd., Tel.: Jefferson 5441; James Leonard.

SHAMUS CULHANE PRODUCTIONS
207 E. 37th St., New York 16, N. Y., Tel.: Murray Hill 2-8244; Shamus Culhane, director.
Services: Production of animated and live-action television films.
Branch Offices—211 S. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 5-5215; M. D. Coppusmith.

D

HENRY H. DAGAND
30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 6-4224; Henry Dagand, general manager.
Services: TV package shows, talent.

RONALD DAWSON ASSOCIATES
545 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-6865; Ronald Dawson, owner.
Services: TV package programs, scripts.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16, N. Y., Tel.: Oregon 9-3595; Gordon M. Day.
Services: TV package programs, production (commercials, programs), scripts.

De FRENES COMPANY
1909 Buttonwood St., Philadelphia 30, Pa., Tel.: Rittenhouse 6-1686; Joseph De Frenes, president.
Services: TV program production.

DEMBY CO.
34 E. 51st., New York 22, N. Y. Tel.: Plaza 9-2495. Emanuel H. Demby.
Services: Newsreel, package, film productions and educational film shorts.

DENHAN PRODUCTIONS INC.
2405 Cadillac Tower, Detroit 26, Mich., Tel.: Woodward 1-6951; William F. Deneen, president.
Services: TV package programs, commercials, recording.

DEPICTO FILMS Inc.
254 W. 54th St., New York 19, N. Y.; Columbus 5-7621; John Hans.
Service: TV film commercials.

JERRY DEVINE PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hudson 2-1228; Jerry Devine, producer.
Service: Package programs.

ALFRED DIXON
109 E. 39th St., New York City, Tel.: Murray Hill 5-8415; Alfred Dixon, president.
Services: TV scripts, package programs, production, talent, coaching and consulting service.

DOUGLAS PRODUCTIONS
1425 S. Racine, Chicago 8, Ill., Tel.: Haymarket 1-0409; Arthur R. Jones, sales and planning manager.
Services: TV program production, package programs, scripts.

D. P. M. PRODUCTIONS Inc.
62 W. 45th St., New York 19, N. Y.; Tel.: Murray Hill 2-0040; Dorothy P. Maulsby.

SHERMAN H. DRYER PRODUCTIONS
667 Madison Ave., New York 22, N. Y., Tel.: Templeton 8-7827; Sherman H. Dryer, president.
Services: TV programs, talent, scripts.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20, N. Y., Tel.: Columbus 5-7035; J. Knight, manager.
Services: TV package programs, production, scripts, talent.

(Continued on page 236)

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EXCITEMENT!
HUMOR!
MYSTERY!
ACTION!

"BOSTON BLACKIE"

TELEVISION'S GREATEST COMBINATION SUPER-SLEUTH, SUPER-SALESMAN!

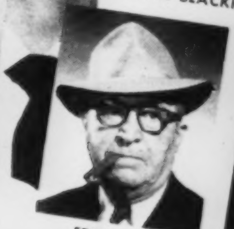
Hollywood movie stars and an all-star supporting cast. Action-packed complete half-hour episodes featuring roof-top chases, careening taxi cabs, motorcycle pursuits...."action" impossible in "live" TV. Three full-length selling commercials.

RATINGS JUMP—VIEWERS BUY... WITH BLACKIE!

WRITE FOR SENSATIONAL RATING INFORMATION!

Starring
KENT TAYLOR
as
BOSTON BLACKIE

LOIS COLLIER
AS "MARY"


FRANK ORTH
AS "FARRADAY"

New! On Television!

The Unique
TV Series with the
Surprise Endings!

"THE UNEXPECTED"

INCOMPARABLE DRAMA! MYSTERY! COMEDY! ADVENTURE! INTRIGUE!

Top Hollywood actors, outstanding music and brilliant original scripts are combined in this intriguing, suspenseful series. Each half-hour program a complete, provocative episode . . . planned for three 1-minute selling commercials.

TELEVISION'S MARKET-MINDED DYNAMIC DRAMATIC SHOW!

ZIV Television Programs INC.

1529 MADISON ROAD
CINCINNATI 6, OHIO

488 MADISON AVENUE
NEW YORK

5255 CLINTON AVE.
HOLLYWOOD

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Continued from page 234)

DUDLEY TELEVISION CORP.
9908 Santa Monica Blvd., Beverly Hills, Calif., Tel.: Crestview 1-7258, Bradshaw 2-2906; Don McNamara, executive vice president.
Services: TV package programs, production, scripts, talent, commercial spots.
New York 22—501 Madison Ave., Tel.: Eldorado 5-1076; Carl Dudley, president.

DuMONT TELEVISION NETWORK
515 Madison Ave., New York 22, N. Y., Tel.: Murray Hill 8-2600.
Services: Teletranscriptions, music clearance service.

CAL DUNN STUDIOS
104 S. Michigan Ave., Chicago 3, Ill., Tel.: State 2-0247; Cal Dunn, owner.
Services: Produce cartoon film commercials.

DYNAMIC FILMS INC.
112 W. 89th St., New York 24, N. Y., Tel.: Trafalgar 3-6221; Henry Morley, president.
Services: TV program production, video transcriptions.

E

BRUCE EELLS & ASSOC.
(Broadcasters Program Service)
2217 Maravilla Dr., Hollywood 28, Calif., Tel.: Hollywood 9-5869; Bruce G. Eells, president.

ELECTRO-VOX RECORDING STUDIOS
5546 Melrose Ave., Los Angeles 38, Calif., Tel.: Gladstone 2189; Bert B. Gottschalk, owner and manager.
Services: Spot announcements, soundcheck of TV programs.

PETER ELGAR PRODUCTIONS INC.
270 Park Ave., New York 17, N. Y. Tel.: Plaza 8-1582.
Services: educational film shorts, film and film productions.

W. M. ELLSWORTH
75 E. Wacker Dr., Chicago 1, Ill., Tel.: Central 6-0942; W. M. Ellsworth, owner.
Services: Talent, programs, production.

EMERSON FILM CORP.
4024 Radford Ave., North Hollywood Calif., Tel.: Sunset 2-1121; Jason Bernie, vice president in charge of production.
Services: Producers of films for TV.

ENDORSEMENTS Inc. (TV)
9172 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 6-1272; Jules Alberti.

TED ESHBAUGH STUDIOS INC.
109 W. 64th St., New York 23, N. Y., Tel.: Trinidad 3-0720.
Services: TV package programs, production (shows and spot announcements).

DAVID ETTELSON & ASSOC.
111 W. Washington St., Chicago 2, Ill., Tel.: Dearborn 2-0853; David Ettelson, director.
Services: TV scripts, package programs and commercials, production, recording facilities.

BOB EVANS PRODUCTIONS
113 W. 57th St., New York 18, N. Y., Tel.: Judson 6-4580; Robert Evans, manager.
Services: TV package shows, commercials.

LAWRENCE EVANS & WEINHOLD INC.
(Div. of Columbia Artists Management Inc.)
113 W. 57th St., New York 19, N. Y., Tel.: Circle 7-6900.
Services: Musical artists' management.

EXPLORERS PICTURES CORP.
45 W. 45th St., New York 36, N. Y., Tel.: Luxemburg 2-4717; Jules B. Weill, president.
Services: Motion pictures for TV.

F

FAMILY THEATRE INC.
7201 Sunset Blvd., Hollywood 46, Calif., Tel.: Hudson 2-1317; Rev. Jerome R. Lawyer, associate producer.
Services: Producing religious films.

FADIMAN ASSOCIATES LTD.
1501 Broadway, New York 18, N. Y., Tel.: Lackawanna 4-3544; Edwin Fadiman, manager.
Services: TV package shows.

FAMOUS ARTISTS CORP.
9441 Wilshire Blvd., Beverly Hills, Calif., Tel.: Crestview 1-5222; Jack Gordean, manager.
Services: Talent, package programs.

FANCHON & MARCO INC.
323 W. 6th St., Los Angeles 13, Calif., Tel.: Michigan 7321; Russ Stapleton, manager.
Services: Talent.

NEWTON L. FAUSEY
605 N. Michigan Ave., Chicago 11, Ill., Tel.: Whitehall 4-3844; Newton L. Fausey, owner.
Services: TV package programs, production, talent.

FEATURE BUREAU
152 W. 42d St., New York 18, N. Y., Tel.: Wisconsin 7-9715; Bert Nevins, managing editor.
Services: Scripts service for women commentators.

FEATURE PRODUCTIONS
228 N. LaSalle St., Chicago 1, Ill., Tel.: State 2-3156; Georgene O'Donnell, managing director.
Services: TV package programs, production, scripts, talent.

FEDERATED TELEVISION PRODUCTIONS
40 E. 40th St., New York 16, N. Y. Tel.: Murray Hill 5-7220; Hubert V. Chain, president.
Services: Film production for television from scrip origination through production to final print.

PAUL J. FENNELL CO.
1159 N. Highland Ave., Hollywood 38, Calif. Tel.: Gladstone 1657; Paul J. Fennell, president.
Services: TV commercials and public relations films.
Branch Offices: 40 E. 40th St., New York 16, N. Y. Tel.: Murray Hill 9-4268; Milton R. Durbin, New York representative.

HERMAN FIALKOFF THEATRICAL AGENCY
(Celebrity Concerts Inc.)
1560 Broadway, New York 19, N. Y., Tel.: Judson 2-4037; Robert Schultz.
Services: Package programs, general booking agency, talent.
Branch offices in Hollywood, Rio de Janeiro and Anchorage, Alaska.

FILMACK CORP.
1327 S. Wabash Ave., Chicago 5, Ill.; Tel.: Harrison 7-3395; Irving Mack, president.
Services: TV commercials of all types. Live film commercials, animated film commercials, animated title commercials.
Branch Offices: 630 9th Ave., New York, N. Y. Tel.: Plaza 7-3809; Jack Saperstein.

FILM ASSOCIATES INC.
440 Schantz Ave., Dayton 9, Ohio, Tel.: Walnut 2164; E. Raymond Arn Jr., president.
Services: Motion picture laboratory and sound facilities.

FILMCRAFT PRODUCTIONS
8451 Melrose Ave., Los Angeles 46, Calif., Tel.: Webster 3-9281; I. Lindenbaum, president.
Services: Filming for TV.

FILMCRAFT PRODUCTIONS
334 A St., Salt Lake City 3, Utah, Tel.: 3-5337; L. Clyde Anderson, owner and manager.
Services: Photography, B&W and color to prepared scripts and assignment. Editing, animation 16mm.

FILM DEVICES INC.
13 E. 37th St., New York, N. Y. Tel.: Murray Hill 9-4175. Leo R. Dratfield, president.

FILMFAX PRODUCTIONS,
10 E. 43rd St., New York 17, N. Y. Tel.: Murray Hill 7-8876. Henry Clay Gipson.
Services: Animated and film productions.

FILMEFFECTS OF HOLLYWOOD
1153 N. Highland Avenue, Hollywood 38, Calif., Tel.: Hollywood 9-5800; Charles S. Leeds, General Manager.
Services: 16mm and 35mm laboratory services, special effects.

FILM FEATURES ASSOC.—LINDNER VIDEO PRODUCTIONS
661 West End Ave., New York 25, N. Y., Tel.: Monument 2-5111; Ed Lindner, director.
Services: Package programs, scripts, production, jingles, consultant service.

FILM GRAPHICS INC.
245 W. 55th St., New York, N. Y. Tel.: Judson 6-1922. Lee Blair, president.
Services: Animated, educational film shorts and film productions.

FILM MAKERS INC.
322 E. 24th St., New York 10, N. Y.; Tel.: Murray Hill 5-3358; J. H. Lenauer, president.
Services: Films of any description.

FILM STUDIOS OF CHICAGO
135 S. LaSalle St., Chicago 3, Ill., Tel.: Central 6-8147; H. A. Spanuth, managing director.
Services: TV package programs, production, talent.

FRIEDA FISHBEIN
11 W. 42d St., New York 18, N. Y., Tel.: Longacre 5-1379; Frieda Fishbein, owner.
Services: TV scripts, package programs.

FISHER PRODUCTIONS
347 E. 52d St., New York City, Tel.: Plaza 3-5443; Maggy Fisher, owner.
Services: TV productions, package shows.

FIVE STAR PRODUCTIONS
6526 Sunset Blvd., Hollywood 28, Calif., Tel.: Hempstead 4807; Harry Wayne McMahan, executive producer.
Services: Specializing in television film commercials.

FLANKAY & JACKSON RECORDING STUDIOS
48 W. 48th St., New York 36, N. Y., Tel.: Judson 6-9030; Harry Jackson, president.
Services: Sound recording.

FLYING A PICTURES INC.
6000 Sunset Blvd., Hollywood 28, Calif. Tel.: Hempstead 5694. Armand Schaefer, president.
Services: Film productions.

FOLEY & GORDON INC.
9 E. 45th St., New York City, Tel.: Murray Hill 7-5354; George E. Foley Jr., Richard Gordon Jr., partners.
Services: Package programs, talent representative, production consultant.

FORTUNE RECORD DIST.
11629 Linwood, Detroit 6, Mich., Tel.: To 73077; Dorothy Brown.
Services: TV talent.

FOUNDATION FILMS CORP.
Citizens Bank Bldg., Pasadena 1, Calif., Tel.: Sycamore 2-6476; Richard D. Pearsall, president.
Services: Religious films.

FRANKLIN TELEVISION PRODUCTIONS
6710 Melrose Ave., Hollywood, Calif.; John Jay Franklin, executive producer.
Services: TV scripts, package programs, production, talent.

HARDIE FRIEBERG
270 Park Ave., New York City, Tel.: Murray Hill 8-0230; Hardie Frieberg president.
Services: TV package programs, production.

FULTON RECORDING CO.
80 W. 40th St., New York 18, N. Y. Tel.: Lackawanna 4-1803; Rene J. Oulmann, general manager.
Services: Sound recording.

ALLAN A. FUNT PRODUCTIONS
100 Central Park S., New York 17, N.Y., Tel.: Judson 6-5227; Allen A. Funt manager.
Services: TV shows, production.

FUTURISTIC-INCOMPARABLE PRODUCTIONS INC.
Box 1111, Cleveland 3, Ohio; Robert A. Anderson, president.
Services: TV productions.

G

G-L ENTERPRISES INC.
270 Park Ave., New York 17, N. Y. Tel.: Plaza 5-9473. Ed R. Lewis.
Services: Educational film shorts and film productions.

G & W TELEVISION PRODUCTIONS, INC.
307 E. 44th St., New York 17, N. Y. Tel.: Murray Hill 5-4258. Robert Whiteman.
Services: Package and film productions.

BLANCHE GAINES
40 E. 40th St., New York City, Tel.: Plaza 9-8266; Blanche Gaines, owner.
Services: Agent for TV scripts.

GAINSBOROUGH ASSOCIATES INC.
1440 Broadway, New York 18, N. Y., Tel.: Chickering 4-0626; Mitchell Jablons, president.
Services: TV package programs, production, talent, consultant service for TV station applicants.
Hollywood 28 — 6615 Padre Terrace, Tel.: Granite 8130; Mal Boyd.

GALE AGENCY INC.
48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-7100; Tim Gale, president.
Services: Booking.

GALE INC.
48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-7100; Moe Gale, president.
Services: Talent.

WILLIAM J. GANZ CO.
40 E. 49th St., New York, Tel.: Eldorado 5-1443; William J. Ganz, president.
Services: Produce motion picture films, shorts, documentary & commercials.

AL GARRY PRODUCTIONS
48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-6554; Al Garry, owner.
Services: TV package shows.

GBA PRODUCTIONS
727 Meriden Rd., Waterbury 63, Conn., Tel.: 3-5272; Joe Gallucci, president.
Services: Sales service (co-sponsored TV features).

GENERAL ARTISTS CORP.
1270 RKO Bldg., New York 20, N. Y. Tel.: Circle 7-7550; Thomas G. Rockwell, president.
Services: Package programs, talent.
Chicago 1—360 N. Michigan Ave., Tel.: State 2-6288; Pat Lombard.
Dallas—Dallas National Bank Bldg., 1530 Main St.; Frank Foster.
Hollywood 46—9028 Sunset Blvd., Tel.: Crestview 1-8101; Henry Miller.
Cincinnati—Carew Tower, Tel.: Main 1197; Charles Campbell.

GENERAL ENTERTAINMENT CORP.
128 E. 56th St., New York 22, N. Y. Tel.: Circle 7-7543. Thomas G. Rockwell, president.
Services: Packages.

GENERAL PICTURES PRODUCTIONS INC.
621 Sixth Ave., Des Moines, Iowa, Tel.: 3-4553; D. H. Bonine, in charge of laboratory; Wm. H. Schultz, in charge of production.
Services: Complete 16mm laboratory, sound facilities and production unit.

XUM

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

MITCHELL GERTZ AGENCY
240 S. Beverly Dr., Beverly Hills, Calif., Tel.: Crestview 4-5491; Mitchell Gertz.
Services: TV scripts, package programs, production, talent.

JOHN E. GIBBS & CO. INC.
30 Rockefeller Plaza, New York 20, N. Y., Tel.: Plaza 7-5959; John Gibbs, president.
Services: TV package programs, production, talent, scripts.

GILWIN PRODUCTIONS
441 S. Beverly Drive., Beverly Hills, Calif., Tel.: Crestview 6-6127; Lou R. Winston, president.
Services: Special Christmas feature, 15 minute episodes or 13½-hour programs.

HAROLD R. GINGRICH & STUART V. DAWSON
333 N. Michigan Ave., Chicago 1, Ill., Tel.: Franklin 2-1022; Harold R. Gingrich, Stuart V. Dawson.
Services: TV audience-participation programs, creation and production, scripts.

NAT C. GOLDSTONE AGENCY
9121 Sunset Blvd., Los Angeles 46, Calif., Tel.: Crestview 6-1071; John A. Ettlinger.
Services: TV package programs, production (live and film), scripts, talent, artist representative.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53d St., New York 22, N. Y., Tel.: Plaza 5-6131; Harry S. Goodman, general manager.
Services: TV package programs, production (program and syndicated spots).
Chicago—28 E. Jackson Blvd., Tel.: Webster 9-0630; Robert DeVinny.

GOODSON-TODMAN PRODUCTIONS
485 Madison Ave., New York 22, N. Y., Tel.: Plaza 5-9100; W. S. Todman, Mark Goodson, partners.
Services: TV package programs, production.

MARTIN A. GOSCH PRODUCTIONS
14 E. 65th St., New York 17, N. Y., Tel.: Trafalgar 9-7060; Martin A. Gosch, president.
Services: TV productions, open-end programs.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 19, N. Y., Tel.: Judson 6-5577; Herbert M. Moss, president.
Services: Film scoring, editing and recording, TV package programs, production.

GREEN ASSOCIATES
520 N. Michigan Ave., Chicago 11, Ill., Tel.: Whitehall 4-0818; Lewis G. Green, manager.
Services: TV scripts, package programs, production, spot announcements, idea creations.

BEN GREENE, FILM PRODUCTIONS
48 W. 48th St., New York 19; Tel.: Plaza 7-3858; Ben Greene, executive in charge.
Services: Complete productions from script to finished film.

AL GROSSMAN AGENCY
RKO Bldg., 1270 6th Ave., New York 20, N. Y., Tel.: Circle 5-8422; Al Grossman, owner.
Services: TV package programs, talent casting.

JOHN GUEDEL RADIO PRODUCTIONS
1680 N. Vine St., Hollywood 28, Calif., Tel.: Hempsted 5186; John Guedel, vice president.
Services: Package programs, production, scripts.

H

HERMAN HACK PRODUCTIONS
535 N. Laurel Ave., Los Angeles 48, Calif., Tel.: Walnut 2068; Herman Hack.
Services: TV scripts, program production and packages.

SYLVIA HAHLO THEATRICAL AGENCY
113 W. 57th St., New York 19, N. Y., Tel.: Judson 6-2731; Sylvia Hahlo.
Services: TV talent.

WENDELL HALL MUSIC MAKER PRODUCTIONS
4355 N. Paulina St., Chicago 13, Ill., Tel.: Graceland 2-6418; Wendell Hall.
Services: TV package programs and commercials, talent.

MITCHELL J. HAMILBURG
8776 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 5-4171; Mitchell J. Hamilburg.
Services: TV scripts, package programs, talent.

LAURENCE HAMMOND PRODUCTIONS INC.
455 E. 51st St., New York 22, N. Y., Tel.: Plaza 9-2210; Laurence Hammond, president.
Services: TV scripts, package programs and production.

PAUL HANCE PRODUCTIONS INC.
1776 Broadway, New York, N. Y.; Tel.: Circle 5-9140; Paul Hance, president.
Services: Animated and film productions.

HANKINSON STUDIO
15 W. 46th St., New York 19, N. Y.; Tel.: Judson 6-0133; Fred L. Hankinson.
Services: Animated and film productions.

MARK HANNA
654 Madison Ave., New York 21, N. Y., Tel.: Templeton 8-8730; Mark Hanna, owner.
Services: Artists' representative.

HANNUM TELEVISION PRODUCTIONS
567 Seventh Ave., New York 18, N. Y.; Bob Hannum.

HARRIS & STEELE INC.
50 W. 67th St., New York 23, N. Y., Tel.: Endicott 2-9555; Helen Steele, manager.
Services: Production, talent.

HARRIS-TUCHMAN PRODUCTIONS
6533 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hillside 5133; Fran Harris, creative director; Ralph G. Tuchman, sales director.
Services: TV package programs.

BEN HARRISON PRODUCTIONS INC.
245 W. 55th St., New York 19, N. Y., Tel.: Plaza 7-3217; Ben Harrison, president.
Services: TV package programs (and commercials, live or animated) and production.

HARTLEY PRODUCTIONS INC.
20 W. 47th St., New York 19, N. Y., Tel.: Judson 2-3960; Irving Hartley, president, Hampton W. Howard, vice president in charge sales.
Services: Film production, TV commercials, package shows.

HARVEY & HOWE PRODUCTIONS
500 Fifth Ave., New York 36, N. Y.; Tel.: Wisconsin 7-2000; William S. Harvey.
Services: Educational film shorts, package and film productions.

SUE HASTINGS MARIONETTES INC.
112 W. 89th St., New York 24, N. Y.; Tel.: Endicott 2-2602; Linnea Roberts, president.
Services: Serials, and film productions.

SAM HAYES PRODUCTIONS
6000 Sunset Blvd., Hollywood 28, Calif.; Sam Hayes.

GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30, Pa., Tel.: Grant 1-3696; George Heid, president.

WALTER HERZBRUN AGENCY
9009 Beverly Blvd., Los Angeles 36, Calif., Tel.: Crestview 6-4157.
Services: Talent.

HOFFBERG PRODUCTIONS INC.
362 West 44th St., New York 18, N. Y., Tel.: Circle 6-9031; Jack H. Hoffberg, president.
Services: Motion pictures for television.

WEST HOOKER INC.
30 Rockefeller Pl., New York 20, N. Y., Tel.: Judson 2-3026; West Hooker.
Services: Artist representative, TV scripts, package programs and production.
Chicago 6—205 W. Wacker Dr., Tel.: Randolph 6-7100; Laurin Healy, district manager.

MARY HOWARD PRODUCTIONS
37 E. 49th St., New York 17, N. Y., Tel.: Plaza 8-2910; Mary Howard, owner.
Services: Recording studio, tape.

SANDY HOWARD PRODUCTIONS
234 W. 44th St., New York 18, N. Y., Tel.: Plaza 8-0265; Sandy Howard, president.
Services: TV production, package programs, recording, scripts.

HARRY O. HOYT PRODUCTIONS
2543 Kelton Ave., Los Angeles 64, Tel.: Brighton 0-4757; Harry O. Hoyt, president.
Services: TV spots.
Branch Office: 225 W. 34th St., New York 1, Tel.: Chickering 4-3127-8; Ira W. Simmons, manager.

RICHARD W. HUBBELL & ASSOC.
441 E. 20th St., New York 20, N. Y., Tel.: Oregon 7-6863; R. W. Hubbell, chairman.
Services: TV consultant service, production, package programs, scripts, talent.

LUCILLE HUDIBURG PROD.
131 E. 51st St., New York 22, N. Y.; Tel.: Eldorado 5-3508; Lucille Hudiburg.

HULLINGER PRODUCTIONS
5200 Klingle St., N. W., Washington, D. C., Tel.: Woodley 9487; Edwin Ware Hullinger, president.
Services: Film package shows.

HURRELL PRODUCTIONS INC. (SUBSIDIARY OF WALT DISNEY PRODUCTIONS)
2400 W. Alameda Ave., Burbank, Calif., Tel.: Rockwell 9-2158; George E. Hurrell, president.
Services: TV package programs (and commercials) and production.
New York City—RKO Bldg., 1270 6th Ave., Tel.: Judson 6-3442.

H-V TAPE LIBRARIES INC. (Formerly Recording Associates)
730 5th Ave., New York City, Tel.: Plaza 7-3091; Joseph F. Hards, vice president.
Services: Pre-recorded tape library, London Library service.

HYPERION FILMS INC.
1564 Broadway, New York, Tel.: Judson 2-2028; William Holland, president.
Services: Distributor and producer of TV films.

I

ILLUSTRATE INC.
1532 Cahuenga Blvd., Hollywood 28, Calif., Tel.: Hempstead 2126; Don A. Dewar, president.
Services: TV production, package programs.

IMPPRO PRODUCTIONS
Hal Roach Studios, Culver City, Calif.; Herbert L. Strock.

INTERCONTINENTAL TELE SALES CORP.
280 Madison Ave., New York 16, N. Y.; Tel.: Murray Hill 4-7032.
Services: Direct TV selling, and merchandising projects.

INTERNATIONAL MOVIE PRODUCERS' SERVICE
515 Madison Ave., New York, Tel.: Eldorado 5-6620; Ben Gradus, president.
Services: Motion pictures for TV.

INTERNATIONAL TELEFILM PRODUCTIONS INC.
331 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 7-9116.

LOU IRWIN INC. AGENCY
9165 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 1-7131; Lou Irwin, president.
Services: Talent representative.

J

JACK-O-GRAM STUDIO
152 W. 42d St., New York 18, N. Y., Tel.: Lackawanna 4-1173; S. Jack Solomon, president.
Services: Recording, production of motion picture titles.

JAFFE AGENCY INC.
8553 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 6-6121; Sam Jaffe, president.
Services: Scripts, package shows, talent.

JAM HANDY ORGANIZATION
2821 E. Grand Blvd., Detroit 11, Mich., Tel.: Tr 5-2450; Vincent L. Herman, vice president in charge of television.
Services: TV program production.
New York 19 — 1031-33 G. M. Bldg., Tel.: Judson 2-4060; William Uskali.
Chicago 1—230 N. Michigan Ave., Tel.: State 2-6757; J. Greenlief.
Dayton 2 — 310 Talbot Realty Bldg., Tel.: Adams 6289; J. Grann.
Hollywood 28—7046 Hollywood Blvd., Tel.: Hempstead 5809; L. G. Stewart.
Pittsburgh 22—930 Penn Ave., Tel.: Exrress 1840; M. Campbell.
Washington 6 — 544 Transportation Bldg., Tel.: District 0611; H. Watts.

NAT S. JEROME ASSOCIATES
1564 Broadway, Palace Theatre Bldg., New York City, Tel.: Judson 6-5547; Nat S. Jerome, president and general manager.
Services: TV scripts, package programs and production, talent, artist management and representative.

JEWELL RADIO & TELEVISION PRODUCTIONS
185 N. Wabash Ave., Chicago 1, Ill., Tel.: Financial 6-4474; James E. Jewell, president.
Services: Program and commercial spot production, package shows, scripts.

ROBERT JOSEPH TELEVISION PRODUCTIONS
4455 Carpenter Ave., N. Hollywood, Calif.; Tel.: Sunset 1-1331; Robert Joseph, president.
Services: TV scripts, package programs and production.

JUNIOR PROGRAMS INC.
22 Lawrence St., Newark 5, N. J., Tel.: Market 2-0770; Dorothy L. McFadden, president.
Services: TV scripts, package programs, consultant service.

(Continued on page 238)

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

K

KAGRAN CORP.
4 W. 58th St., New York 19, N. Y.; Tel.: Murray Hill 8-0585; Martin Stone.
Services: Package and film productions.

KAIE DEEI TELEVISION TALENT
1697 Broadway, Suite 1105, New York 19 N. Y., Tel.: Columbus 5-3623; M. Kaie Deei, majority partner.
Services: Casting of Oriental talent, production, research service.

BERNARD E. KARLEN PRODUCTIONS
270 Park Ave., New York 17, N. Y., Tel.: Plaza 9-3107; B. E. Karlen, president.
Services: TV package programs (and commercials) and production, scripts.

ROGER KAY ENTERPRISES INC.
666 Fifth Ave., New York 19, N. Y.

VICTOR KAYFETZ PRODUCTIONS INC.
130 E. 56th St., New York 22, Tel.: Murray Hill 8-1707; Victor Kayfetz, pres. and executive producer.
Services: Production of commercial spots, program films, animation.

TOM KELLEY STUDIOS
736 N. Seward Street, Hollywood 38, California, Tel.: Granite 6831; Tom Kelley, manager.
Services: TV film production; TV film commercials.

HERBERT KERKOW INC.
480 Lexington Ave., New York 17, N. Y., Tel.: Eldorado 5-0683; Herbert Kerkow.

KEY PRODUCTIONS INC.
18 E. 41 St., New York 17, Tel.: Murray Hill 4-1771; James D. Kantor, president.
Services: Entertainment and educational films for TV.

KIER FILM CO.
154 Davis Court, San Antonio 2, Tel.: Travis 0652; H. W. Kier, owner.
Services: Production of all type films. Location scenes.

F. W. KLINE PRODUCTIONS
595 Fifth Ave., New York 17, Tel.: Plaza 8-2000; Fred W. Kline, president.
Services: Produce motion pictures for TV.

KLING STUDIOS INC.
601 N. Fairbanks Court, Chicago, Tel.: Delaware 7-0400; Fred Niles, director, Motion Picture-TV Div.
Services: TV package shows to order; TV package shows for syndication; television commercials; news photography for TV.
Branch Offices: 51 E. 51st St., New York, Tel.: Eldorado 5-7336; Barry Stephens. Detroit, 1928 Guardian Bldg., Tel.: Woodward 1-2500; Stanley Jack.

KNICKERBOCKER PRODUCTIONS INC.
1600 Broadway, New York 19, Tel.: Circle 6-9850; Howard A. Lesser, president.
Services: Complete film production facilities.

KNOWLEDGE BUILDERS
625 Madison Ave., New York 22, Tel.: Eldorado 5-2848; John R. McCrory, director.
Services: Film programs.

L

LALLEY & LOVE INC.
3 East 57th St., New York, Tel.: Eldorado 5-1382; James A. Love, president; John B. Lalley, secretary-treasurer.
Services: Producers of television commercials, TV package programs and industrial motion pictures.

ELY LANDAU INC.
10 E. 40th St., New York 17, N. Y., Tel.: Murray Hill 7-5224; Ely Landau.
Services: TV production.

ALBERT LANG PRODUCTIONS INC.
5746 Sunset Blvd., Hollywood 28, Calif., Tel.: Hudson 2-7111; Albert Lang.

L'ANGLAIS PRODUCTIONS
317 Keefer Bldg., Montreal, Tel.: University 6-8751; Paul L'Anglais, president.
Services: TV scripts, package programs and production, talent.

LANG-WORTH FEATURE PROGRAMS INC.
113 W. 57th St., New York 19, N. Y., Tel.: Judson 6-5700; C. O. Langlois, president.
Services: TV package programs.
Hollywood—6087 Sunset Blvd., Tel.: Hollywood 9-1763; Walter B. Davison, West Coast representative.
Toronto 1—150 Simcoe St., Tel.: Plaza 8727; S. W. Caldwell.

HERBERT S. LAUFMAN & CO.
624 S. Michigan Blvd., Chicago 5, Ill., Tel.: Webster 9-2302; Herbert S. Laufman.
Services: TV package programs and production, scripts.
Los Angeles—901 Levering; Barbara Cherwin.

JERRY LAYTON ASSOCIATES INC.
551 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-6320; Jerry Layton, president.
Services: TV scripts, package programs and production, talent.

LES LEAR PRODUCTIONS
139 N. Clark St., Chicago 2, Ill., Tel.: Andover 3-7233; Les Lear, manager.
Services: TV production, talent.

TED LESSER AGENCY
8820 Sunset Blvd., Los Angeles 46, Calif., Tel.: Bradshaw 2-3655; Ted Lesser, manager
Services: Talent.

GENE LESTER PRODUCTIONS
1487 N. Vine St., Hollywood 28, Calif., Tel.: Hillside 7287; Gene Lester, owner.
Services: Production of commercial sports and programs.

CAROL LEVENE PRODUCTIONS
210 Post St., San Francisco 8, Calif., Tel.: Sutter 1-5022; Carol Levene, owner.
Services: TV scripts, package programs and production, agency consultant service.

JULES LEVEY
1270 Sixth Ave., New York, N. Y.; Tel.: Circle 7-7956.
Services: Serials, educational film shorts, features and film productions.

W. BIGGIE LEVIN
(Television Airshows Inc.)
612 N. Michigan Ave., Chicago 11, Ill., Tel.: Superior 7-0506; W. Biggie Levin, president.
Services: TV production, package programs, talent, scripts.

IF *you plan to operate*
you already operate
..... a television station
then this advertisement is aimed at you

Planning has become an indispensable factor in the successful growth of any business today. When rooted in sound knowledge and previous achievement, it can save many dollars and much time. Knowing where you're going gets you there faster.

The Peter R. Levin Organization offers the combined abilities of experts in many phases of station planning and operation. We can serve you at every step (and also save you many needless ones). If, for example, you are just entering the TV field, our group can prepare a long-range business plan and aid you with your license application. Or we can carry you through the design and architectural stages to the development of profitable programming, promotion, business-building policies, and efficient management techniques. Best of all, you may retain either overall or specific counselling, as your needs demand.

Whether you plan to invest in a new TV station . . . or have an established property that should be more profitable—we invite your investigation, at no cost to you, of the useful services our group offers.

PETER R. LEVIN
management counsel in radio and TV
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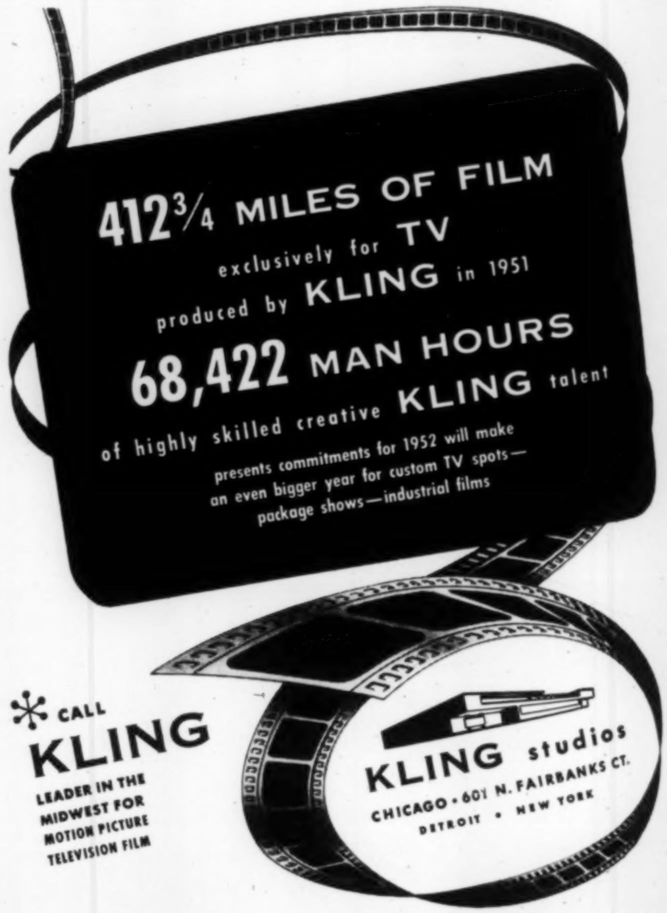

412¾ MILES OF FILM
exclusively for TV
produced by KLING in 1951
68,422 MAN HOURS
of highly skilled creative KLING talent
presents commitments for 1952 will make
an even bigger year for custom TV spots—
package shows—industrial films
CALL KLING
LEADER IN THE MIDWEST FOR MOTION PICTURE TELEVISION FILM
KLING studios
CHICAGO • 601 N. FAIRBANKS CT.
DETROIT • NEW YORK

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

EDWARD LEWIS PRODUCTIONS
846 N. Cahuenga Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-5981; Edward Lewis, producer.
Services: Production of films for TV.

JACK LEWIS THEATRICAL ENTERPRISES
1564 Broadway, New York 36, N. Y., Tel.: Plaza 7-0412.
Services: Production, talent, scripts.

LESTER LEWIS ASSOCIATES
11 E. 48th St., New York 17, N. Y., Tel.: Plaza 3-5083; Lester Lewis.
Services: TV talent, package program production.

LIBRA FILM DISTRIBUTORS AND PRODUCERS
6325 Sunset Blvd., HAC Bldg., P. O. Box 1104, Hollywood 28, Calif., Tel.: Glendale 7960, Hempstead 1161.
Services: TV package shows and commercials, production, talent, scripts.

LIBRARY FILMS INC.
25 W. 45th St., New York 19, N. Y.; Tel.: Plaza 7-3450.

LIFETONE TRANSCRIPTIONS
3 Gilbert Court, Peoria 5, Ill., Tel.: 2-9443; Norris John Buechele, president.
Services: 16mm SOF production, commercials and theatrical pictures.

LION TELEVISION PICTURES CORP.
1501 Broadway, New York 18, N. Y., Tel.: Pennsylvania 6-1780; E. W. Hannons, president.
Services: Creation and development of package film shows for television.

BOB LOEWI PRODUCTIONS INC.
255A E. 49th St., New York 17, N. Y., Tel.: Plaza 5-0958, Murray Hill 8-2600; Bob Loewi, president.
Services: TV package programs and commercials, production, talent.

PHILLIPS H. LORD INC.
501 Madison Ave., New York 22, N. Y., Tel.: Plaza 5-2211; Phillips H. Lord, president.
Services: Package programs.

LOTT VIDEO PRODUCTIONS
Broadway & 11th St., Santa Monica, Calif., Tel.: Exbrook 5-5168; D. N. Lott, president.
Services: 16mm civil film.

LOUCKS & NORLING STUDIOS INC.
245 W. 55th St., New York 19, N. Y., Tel.: Columbus 5-6974; Wil Marcus, vice president.
Services: TV film commercials educational, industrial and public relations films.

ESTELLE LUTZ ARTISTS BUREAU
25 E. Jackson Blvd., Chicago 4, Ill., Tel.: Harrison 7-3435; Estelle Lutz, owner-manager.
Services: TV talent, scripts, package programs.

M

C. P. MacGREGOR
729 S. Western Ave., Los Angeles 5, Calif., Tel.: Dunkirk 4-4191; C. P. MacGregor, owner; George R. Jones, general manager.
Services: TV Program Production.
New York City—342 Madison Ave., Tel.: Murray Hill 7-3717; Nat V. Donato, sales manager.

MANAGEMENT CORP. OF AMERICA
598 Madison Ave., New York 22, N. Y., Tel.: Plaza 9-7500.
Services: Production, scripts.

MANNON SOUND STAGES
112 W. 89th St., New York, N. Y.; Tel.: Trafalgar 3-1800; James Pagliaro.

MCA ARTISTS LTD.
598 Madison Ave., New York 22, N. Y., Tel: Plaza 9-7500.
Services: Talent and/or bookings.

MCA-TV LTD.
598 Madison Ave., New York 22, N. Y., Tel.: Plaza 9-7500.
Services: (See Film Directory.)

HARVEY MARLOWE TELEVISION ASSOCIATES
33 East End Ave., New York City, Tel.: Trafalger 9-1482; Harvey Marlowe, president.
Services: TV program production and packages, consultation.

MARSHALL-HESTER PRODUCTIONS
521 Fifth Ave., New York 17, N. Y.; Tel.: Murray Hill 7-2722; Anthony W. Marshall.
Services: Package.

MASTERSON, REDDY & NELSON
745 5th Ave., New York 22, N. Y., Tel.: Plaza 9-1120; John Masterson, John Reddy, John Nelson.
Services: TV package programs.

ROBERT MAXWELL ASSOCIATES
480 Lexington Ave., New York 17, N. Y., Tel.: Plaza 9-5700; Robert Maxwell, director.
Services: Production, package production, package programs.

McCONKEY TELE-ARTISTS
Roosevelt Hotel, Hollywood, 28, Calif.; Tel.: Hempstead 7141; Jay S. McConkey, president.
Services: Production of film for TV.
Branch Offices: New York, 1780 Broadway; Tel.: Columbus 5-7720; Lloyd Labrie, manager.
Chicago—127 N. Dearborn; Tel.: State 2-7332; Dick Shelton, manager.
Cleveland—Hippodrome Bldg.; Tel.: Olympic 1-0949; Cliff Myers, manager.
Kansas City, Mo.—12th & Walnut; Tel.: Victor 3346; Dave Bender, manager.
Tampa, Fla.—Bayshore Hotel; Tel.: 32-4417; Bob Florio, manager.

McGEARY - SMITH LABORATORIES INC.
1905 Fairview Ave., N. E. Washington 2, D. C., Tel.: Lawrence 6-4634.
Services: 16mm printing and processing, 16mm and 35mm sound recording and editorial.

RALPH S. McFEELY CO.
Hartman Theatre Bldg., Columbus 15, Ohio, Tel.: Adams 4116; Ralph S. McFeely, owner.
Services: TV package programs.

ALEXANDER McQUEEN & ASSOC.
5222 N. Lakewood Ave., Chicago 40, Ill., Tel.: Ravenswood 8-9010; Alexander McQueen, owner.
Services: TV package programs.

MEDIA PRODUCTIONS INC.
270 Park Ave., New York 17, N. Y., Tel.: Plaza 3-7672, T. Edward Hambleton, vice president.
Services: Preparation of films for TV.

(Continued on page 240)

mcgeary-smith laboratories, inc.
1905 FAIRVIEW AVENUE, N. E.
WASHINGTON 2, D. C.
Phone: LAWRENCE 6-4634

16 mm Laboratory Services
for
Television
and
Motion Picture Producers

PRINTING • PROCESSING • EDITORIAL SERVICES
SOUND RCA SYSTEM

HERBERT S. Laufman & CO.
Chicago's Outstanding
TELEVISION
PRODUCTION SERVICE
Live Programs
Film Programs • Film Spots

AMONG THOSE HAVING USED HERBERT S. LAUFMAN SERVICES . . . . .
The Borden Company
Leo Burnett Co.
Carrier Corporation
Cereal Institute, Inc.
Erwin, Wasey & Co.
General Mills
Henri, Hurst & McDonald, Inc.
Jewel Food Stores
Young & Rubicam, Inc.
WNBQ and the NBC Network
WENR-TV and the ABC Network
WGN-TV—WBKB

SOME HERBERT S. LAUFMAN & CO. PRODUCTIONS . . . . .
Mr. Wizard—NBC-TV Network
Ransom Sherman Show—WBKB
Pars, Birdies & Eagles—WENR-TV
Borden's Music Bowl—WBKB

HERBERT S. Laufman & CO.
TELEVISION ADVERTISING PRODUCTIONS
624 SOUTH MICHIGAN AVENUE
phone
WEbster 9-2302

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Continued from page 239)

MELOTONE RECORDING STUDIO
25 Central Park W., New York 23, N. Y., Tel.: Circle 6-1366; Mera-Lola Weinstock, manager.
Services: Recording.

MERCURY INTERNATIONAL PICTURES INC.
1415 Coast Blvd., Corona del Mar, Calif.; V. E. Ellsworth.

METRO ARTIST BUREAU
730 5th Ave., New York 19, N. Y., Tel.: Circle 6-8470; T. M. Nelson, director.
Services: TV scripts, package programs and production, talent.

CHARLES MICHELSON INC.
15 W. 47th St., New York 36, N. Y., Tel.: Plaza 7-0695; Charles Michelson, president.
Services: TV package programs and production, distributor (sound effect record libraries, other products).
Hollywood 28—6533 Hollywood Blvd., Tel.: Hollywood 9-4580; Bob Reichenbach, manager.
Salt Lake City—3221 S. 1940 "E" St., Tel.: 84-2246; N. Pratt Smith, manager.
Anderson (S. C.)—1 Martin St., Tel.: LD 14; Glenn P. Warnock, manager.
Richmond (Ind.)—S. 1st & "B" Sts., Tel.: 1117; Harry Gennett Jr., manager.
London N. W. 8—3 Abbey Rd., Tel.: Cunningham 1161; W. S. Barrell, manager.

MIDWEST FILM STUDIOS
6808 N. Clark St., Chicago 26, Ill., Tel.: Sheldrake 3-1239; Alfred K. Levy, production manager.
Services: Film production, spot commercials.

J. W. MILLER CO.
76 Broad St., Guilford, Conn., Tel.: Guilford 920-21; James W. Miller, president.
Services: TV package programs and production, promotional sales service for local sponsors.

MILVERNE PRODUCTIONS
1650 Broadway, New York, N. Y., Tel.: Circle 6-3497; Vernon Becker, executive producer; Milton E. Stanson, executive producer.
Services: Package and film productions.

MITCHELL FILM ASSOCIATES INC.
106 W. End Ave., New York, N. Y., Tel.: Trafalgar 3-1411. Curtis Mitchell.
Services: Packages and film productions.

MODE-ART PICTURES INC.
1022 Forbes St., Pittsburgh 19, Pa., Tel.: Express 1-1846; James L. Baker, president.
Services: Television studios and film commercials, productions.

MOGULL'S FILM CO.
112-114 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-1414; Charles Mogull, president.
Services: TV package programs.

MOLE & LEE INC.
105 W. 55th St., New York 19, N. Y., Tel.: Circle 6-0006; John Mole, president.
Services: Package shows.

MONARCH PROGRAM LIBRARY INC.
615 Kettridge Bldg., 511 16th St., Denver 2, Col., Tel.: Alpine 4038; Noel L Jordan, president.
Services: TV scripts, package programs (and commercials), production, talent.

MONTER-GRAY-ARMSTRONG
9134 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 1-1191; Sam Armstrong, manager.
Services: Talent.

WILLIAM MORRIS AGENCY
1740 Broadway, New York 19, N. Y.; Tel.: Judson 6-5100; William Morris, president.
Services: Talent representative.
Beverly Hills—202 N. Canon Dr., Tel.: Crestview 1-6161.
Chicago 1—203 N. Wabash Ave., Tel.: State 2-3632.

LEO MORRISON INC.
9441 Wilshire Blvd., Beverly Hills, Calif., Tel.: Crestview 1-9191; Leo Morrison, manager.
Services: Talent.

CARLTON MORSE PRODUCTIONS
1606 Vista Del Mar St., Hollywood 28, Calif., Tel.: Hollywood 9-6161; Carlton E. Morse, owner.
Services: TV scripts, package programs, production.

MORTON TELEVISION PRODUCTIONS INC.
360 N. Michigan Ave., Chicago 1, Ill., Tel.: Central 6-4144; Morton Jacobson, president.
Services: TV scripts, package programs, production.
New York—Rm. 534, 220 5th Ave., Tel.: Olinville 2-0514; Benjamin E. Pearlman.

MOSS FILM PRODUCTIONS
25 California St., San Francisco 11, Calif., Tel.: Sutter 1-3697; Elmer Moss, owner.
Services: Film commercials, production service.

HERBERT M. MOSS PRODUCTIONS
100 W. 55th St., New York City, Tel.: Columbus 5-1661.
Services: TV productions.

MOTION PICTURE ADVERTISING SERVICE CO.
Box 550, New Orleans 1, La. C. J. Mabry, president.
Services: Film commercials.
Branch Offices: 70 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 6-3717; Claude Lee.

MOTION PICTURE PRODUCTIONS INC.
620 W. Superior Ave., Cleveland 13, Ohio, Tel.: Prospect 1-4900; Donald Clark Jones, general manager.
Services: Complete service, script, sound and picture prints, laboratory.

MOTION PICTURE SERVICE CO.
125 Hyde St., San Francisco 2, Calif., Tel.: Ordway 3-9162; Gerald L. Karski, president.
Services: TV film commercials.

MOTION PICTURE STAGES
3 E. 57th St., New York 22, N. Y., Tel.: Plaza 3-4840; Charles Vetter Jr., president.
Services: Film production for TV.

MOTION PICTURES FOR TELEVISION INC.
655 Madison Ave., New York 21, N. Y., Tel.: Templeton 8-2000; Eliot Hyman, president; Sy Weintraub, vice president; Joseph Harris, executive vice president.
Services: Production and distribution of motion pictures for television.
Branch Offices: 9124 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 1-6101; David L. Wolper.

MOVIE ADVERTISING BUREAU
70 E. 45th St., New York City, N. Y., Tel.: Murray Hill 6-3717; George Davison.

MPO PRODUCTIONS INC.
15 E. 53rd. St., New York 22, N. Y., Tel.: Murray Hill 8-7830; Judd L. Pollock, president.
Services: Film productions.

MURPHY-LILLIS PRODUCTIONS Inc.
59 Park Ave., New York 16, N. Y., Tel.: Murray Hill 6-2142; Owen Murphy.

MUSIC CORP. OF AMERICA
598 Madison Ave., New York 22, N. Y., Tel.: Plaza 9-7500; David Werbin, Harold Hackett, Herbert Rosenthal, Charles Miller.
Services: Packages, newsreels, features and film productions.
Branch Offices: Chicago, Ill., Beverly Hills, Calif.; San Francisco, Calif.; Cleveland, Ohio; Dallas, Texas; Detroit, Mich.; London, England.
Services: Animated, newsreels, features, packages, educational film shorts and film productions.

N

NATIONAL CONCERT & ARTISTS CORP.
711 5th Ave., New York 22, N. Y., Tel.: Plaza 9-6000; Henry Phillips, radio-TV director.
Services: TV package programs, talent.
Chicago—1812 Bankers Bldg., Tel.: Dearborn 2-5813; Theo McCoy.
Los Angeles—Philharmonic Auditorium Bldg., Tel.: Madison 9-1241; Alexander Haas.

NATIONAL PRODUCTIONS
1415 "K" St., N. W., Washington 5, D. C., Tel.: Sterling 2222; Robert J. Enders, president.
Services: TV scripts, package programs, production, talent.
Philadelphia—Packard Bldg., Tel.: Rittenhouse 6-5491; Al Fingerman, manager.
Hollywood—6611 Santa Monica Blvd., Tel.: Hillside 6118; John Swallow, manager.
New York—270 Park Ave., Tel.: Plaza 5-4952; Howard Enders, vice president.
Montreal—1176 Sherbrook St., W., Tel.: Plateau 418; Dave Kaplan, manager.

NATIONAL SAFETY COUNCIL
425 N. Michigan Blvd., Chicago 11, Ill., Tel.: Whitehall 4-4800; Dan Thompson, radio director.
Services: Trailers, posters, slides, films.

NATIONAL SCREEN SERVICE CORP.
1600 Broadway, New York 19, N. Y., Tel.: Circle 6-5700; Melvin L. Gold, director of advertising and publicity.
Services: Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.
Branch Offices: 7026 Santa Monica Blvd., Hollywood 38, Calif., Tel.: Gladstone 3136; Ralph Wilshin, 1307 S. Wabash Ave., Chicago 5, Ill., Tel.: Harrison 7-8211; Dick Copeland. 2012 Jackson St., Dallas 1, Tex., Tel.: Prospect 8-8315; J. O. McClanahan.

NELSON PRODUCTIONS INC.
341 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 6-5862; Raymond E. Nelson, president.
Services: TV package programs, production, talent.

TED NELSON ASSOCIATES
730 Fifth Ave., New York 19, N. Y., Tel.: Circle 6-8470; Ted Nelson.
Services: Package.

TED NEMETH STUDIOS
729 Seventh Ave., New York 19, N. Y., Tel.: Circle 5-5147; Ted Nemeth.

NETHERLANDS INFORMATION SERVICE
10 Rockefeller Plaza, New York 20, N. Y., Tel.: Columbus 5-6216; J. P. Bourdrez, director.
Services: TV programs about Holland.
San Francisco—988 Mills Bldg., Tel.: Exbrook 2-7948; Julie Lynch, director.
Holland, Mich.—City Hall, Tel.: Holland 3174; Willard C. Wichers, director.

NEWSREEL SERVICE
5 Centre Market Pl., New York 13, N. Y., Tel.: Canal 6-3284; Howard V. Smythe, production manager.
Services: Film news coverage, sound or silent multi-camera film production, location or studio.

OLIVER W. NICOLL PRODUCTIONS
(Radio Features of America)
37 W. 46th St., New York 19, N. Y., Tel.: Luxemburg 2-5130; Oliver W. Nicoll, executive director.
Services: TV scripts, production, program packages.

NOLAN BROTHERS
533 W. 24th St., New York 11, N. Y., Tel.: Watkins 4-3140; K. H. de Laet, TV manager.
Services: Rental of scenic backdrops, construction and painting of scenery.

JOHN NORMAN PRODUCTIONS
6023 Fordham, Houston 5, Texas, Tel.: Madison 6480, Charter 5555; John Norman, general manager.
Services: TV scripts, package programs and commercials, production, talent.

MEYER B. NORTH
1564 Broadway, New York 19, N. Y. Tel.: Plaza 7-3445; Meyer B. North, owner.
Services: Talent, TV programs.

O

ODYSSEY PICTURES INC.
666 N. Robertson Bldv., Los Angeles 46, Calif., Tel.: Crestview 1-8107; Douglas Fairbanks Jr., co-owner; Sol Lesser, co-owner.
Services: Production of film for television.

JOHN O'CONNOR
1697 Broadway, New York 19, N. Y. Tel.: Circle 5-4920; John O'Connor manager.
Services: Talent, production, scripts.

LILIAN OKUN INC.
2 W. 67th St., New York 23, N. Y., Tel.: Trinidad 7-8916; Lilian Okun, general manager.
Services: TV package programs, production, scripts.

OLIO VIDEO TELEVISION PRODUCTIONS INC.
20 E. 42nd St., New York 17, N. Y. Tel.: Murray Hill 2-3218; Harvey D. Cort, film director.
Services: TV scripts, package programs (live and film), production.

JOHNNY OLSEN'S AMERICAN PRODUCTIONS
1120 Park Ave., New York City, Tel.: Atwater 9-4359; John L. Olsen, owner.
Services: TV package shows.

GRAY O'REILLY STUDIOS
480 Lexington Ave., New York 17, N. Y., Tel.: Plaza 3-1531; Jas. E. Gray, vice president.
Services: Film producers.

ORSATTI & CO. INC.
211 S. Beverly Dr., Beverly Hills, Calif., Tel.: Crestview 6-6241; Irving Salkow.
Services: TV scripts, package programs, talent.

OULMAN TELEVISION PRODUCTIONS INC.
19 Rector St., New York, N. Y.; R. J. Oulman.

OXARART & STEFFNER INC.
6223 Selma Ave., Hollywood 28, Calif. Tel.: Hollywood 9-1171; Frank Oxarart, president.
Services: TV package programs, production.

P

PACKAGED PROGRAMS INC.
634 Penn Ave., Pittsburgh 22, Pa., Tel.: Grant 1-4756; M. E. Fierst, general manager.
Services: TV scripts, package programs, production, talent.
Johnstown (Pa.)—220 Market St., Tel.: Johnstown 95510.

PARAMOUNT TELEVISION PRODUCTIONS INC.
1501 Broadway, New York 18, N. Y. Tel.: Bryant 9-8700; George T. Shupert, vice president.
Services: TV package programs, production, video transcription service sales distribution.
Los Angeles 38—(KTLA) 5451 Marathon St., Tel.: Hollywood 9-6363; Klaus Landsberg, vice president.

PAUL PARRY PRODUCTIONS
7557 Sunset Blvd., Hollywood 46, Calif., Tel.: Granite 4774; Paul Parry, executive producer.
Services: Film services, visual education and entertainment.

XUM

TV PROGRAM PRODUCTION AND RELATED SERVICES

JACK PARTINGTON TELEVISION PRODUCTIONS
1501 Broadway, New York, N. Y., Tel.: Longacre 3-0029; Jack A. Partington Jr., president.
Services: Package and film productions.

PATHESCOPE PRODUCTIONS (Pathescope Co. of America Inc.)
380 Fifth Ave., New York 19, N. Y., Tel.: Plaza 7-5200; Edward J. Lamm, president.
Services: Television commercial production.
Branch Offices: 21-29 45th Rd., Long Island, New York, Tel.: Stillwell 4-3053, Walter Raft, production manager.

RAY PATIN PRODUCTIONS
6650 Sunset Blvd., Los Angeles 28, Calif., Tel.: Hudson 2-1147; Ray Patin, owner and producer.
Services: TV commercial spots.

PEERLESS FILM PROCESSING Corp.
165 W. 46th St., New York 36, N. Y., Tel.: Plaza 7-3630; Kern Moyse, president; R. S. Moyse, vice president and treasurer; Barbara Holz, assistant secretary and treasurer; Raoul J. Menendez, eastern sales manager; Allen DeForest, manager, N. Y. special services dept.
Services: Peerless Film treatment to safeguard films; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection; film distribution and library servicing; film shipping service to TV stations; distributor of reels, cans, shipping cases.
Branch Offices: 130 W. 46th St., New York 35, N. Y., Tel.: Luxemburg 2-0052; Louis J. Mikulka; plant manager, 959 Seward St., Hollywood 38, Calif.; Tel.: Granite 9223; Victor C. Krupa, vice president in charge of western operations; Suzon Steinle Krupa, secretary, branch manager; Thomas E. Ayers, plant manager.

PHILBIN-BERGMANN PRODUCTIONS
Rm 4404 350 5th Ave., New York 1, N. Y., Tel.: 3-8110; Robert Bergmann, production head.
Services: TV package programs, production.

PHOTO-ART COMMERCIAL STUDIOS
420 S. W. Washington St., Portland, Ore., Tel.: Broadway 5411; Claude F. Palmer, owner and manager.
Services: Shorts and full length films.

LELAND POWERS SCHOOL INC. (OF RADIO, TELEVISION AND THEATRE)
31 Evans Way, Boston 15, Mass., Tel.: Aspinwall 7-2900; Haven M. Powers, principal.
Services: TV talent supplier.

PREMIER - HARDCASTLE TV PRODUCTIONS
3033 Locust St., St. Louis 3, Mo., Tel.: Newstead 3555; Richard Hardcastle.
Services: TV commercials, custom built films.

GEORGE LOGAN PRICE INC.
20828 Pacific Coast Highway, Malibu, Calif., Tel.: Malibu 7871; George L. Price Jr., director.
Services: TV scripts, program and spot production.

PRINCETON FILM CENTER INC.
Carter Rd., Princeton, N. J., Tel.: 3550; Gordon Knox, president; Jack Barlass, executive vice president.
Services: TV commercials, packages and complete facilities for filming TV shows.
Branch Offices: 300 Park Ave., New York 22, N. Y., Tel.: Plaza 5-0322; Jack S. Barlass, executive vice president. 1714 Chestnut St., Philadelphia, Pa., Tel.: Locust 7-6554; Col. E. A. Davies.

PROCKTER PRODUCTIONS INC.
221 W. 57th St., New York 19, N. Y., Tel.: Judson 6-4830; Bernard J. Prockter, president.
Services: TV package programs.

PRODUCTIONS FOR TELEVISION
250 W. 57th St., New York 19, N. Y., Tel.: Columbus 5-2480; Carlo De Angelo.
Services: TV scripts, package programs, production, talent.

R

RADIO COMICS INC.
241 Church St., New York 13, N. Y., Tel.: Walker 5-0424; John L. Goldwater, president; Louis H. Silberkleit, manager.
Services: Comic strip characters adaptable for television.

RADIO FEATURES OF AMERICA
(See Oliver W. Nicoll Productions)

RADIO PRODUCTIONS SERVICE
501 Madison Ave., New York 22, N. Y., Tel.: Plaza 3-8940; Irene Beasley, owner.
Services: Package shows.

RADIO PROGRAM PRODUCTION
1 E. 54th St., New York 22, N. Y., Tel.: Plaza 5-9800; Waddill Catchings, manager.
Services: TV scripts, production.

RADIO TELEVISION ARTS ACADEMY
3819 Wilshire Blvd., Los Angeles 5, Calif., Tel.: Dunkirk 8-1323; Doria Balli, director.
Services: Public service programs, scripts, talent.

DOROTHY N. RAISON AGENCY
5403 Clinton Ave., Los Angeles 4, Calif., Tel.: Hillside 8266; Dorothy N. Raison, manager.
Services: TV scripts.

RAO VIDEO INC.
366 Madison Ave., New York 17, N. Y., Robert A. Orenbach.

RARIG MOTION PICTURE CO.
5514 University Way, Seattle 5, Wash., Tel.: Kenwood 7400; Max H. Rarig, president.
Services: Produce films for programs and announcements.

REID H. RAY FILM INDUSTRIES INC.
2269 Ford Parkway, St. Paul 1, Minn., Tel.: Emerson 1393; Reid H. Ray, president.
Services: Commercials for TV on film.
Branch Offices: 208 S. LaSalle St., Chicago 4, Ill., Tel.: Financial 6-0897; Frank Balkin, sales manager.

RAY & BERGER
1471 N. Tamarind Ave., Hollywood 28, Calif., Tel.: Hempstead 8648; Howard Ray, partner.
Services: Merchandise prizes for giveaway shows.

RD-DR CORP.
35 West 45th St., New York 19, N. Y., Tel.: Luxembourg 2-1440; Louis de Rochemont.

ROLAND REED PRODUCTIONS INC.
275 S. Beverly Dr., Beverly Hills, Calif., Tel.: Crestview 6-1101; Roland Reed.

REEVES SOUND STUDIOS INC.
304 E. 44th St., New York City, Tel.: Or 9-3550; Chester L. Stewart, vice president.
Services: Sound recording for motion pictures.

REGAL TELEVISION PICTURES CORP.
151 W. 46th St., New York 19, N. Y., Tel.: Luxemburg 2-1877; Moe Kerman.

REGENCY PRODUCTIONS INC.
112 W. 48th St., New York, N. Y., Tel.: Judson 2-0274; Joseph Schaeffer, president.
Services: Production of TV film spots, shorts.

REPUBLIC RADIO & TELEVISION FEATURES
64 E. Lake St., Chicago 1, Ill., Tel.: State 2-0460; Capico Kapps, director-producer.
Services: TV scripts, package programs and sputs, production, talent.

RETAILERS TELEVISION FILM SERVICE INC.
270 Park Ave., New York 17, N. Y., Tel.: Plaza 9-1324; Samuel H. Cuff, president; L. S. Thomason, general manager.

H. D. RICHERT CO.
545 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-4256; H. D. Richert, director.
Services: TV package shows.

RKO-PATHE Inc.
625 Madison Ave., New York 22, N. Y., Tel.: Plaza 9-3600; Jay Bonafield, executive vice president.
Services: Television programs and spots.

BOB L. ROBERTS PRODUCTIONS
806 7th Ave., New York 19, N. Y., Tel.: Judson 6-0025; Bob L. Roberts, president.
Services: TV scripts, package programs, production, talent.

ROBERTS & CARR PRODUCTIONS
550 5th Ave., New York 19, N. Y., Tel.: Plaza 7-6454; Bob Roberts, Paula Carr.
Services: TV package programs and commercials, production, talent.

ROBBINS BROTHERS
67 W. 44th St., New York 18, N. Y., Tel.: Murray Hill 7-2033-34; Fred and Sam Robbins.
Services: TV scripts, package programs and production.

FREDERICK K. ROCKETT CO.
6063 Santa Monica Blvd., Hollywood 38, Calif., Tel.: Hillside 3183; Frederick K. Rockett.
Services: Animated, package and film productions.

(Continued on page 242)

Quality Motion Picture Production for Television at SENSIBLE PRICES

THE
PRINCETON FILM CENTER, INC.
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PLAZA 5-0322

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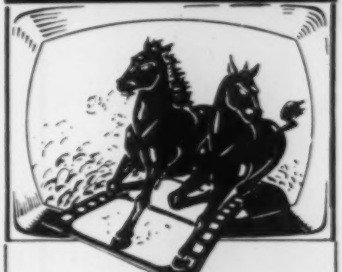

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18 YEARS EXPERIENCE IN SAFEGUARDING FILM

(Continued from page 241)

ROCKET PICTURES INC.
6108 Santa Monica Blvd., Hollywood 38, Calif., Tel.: Granite 7131; J. Richard Westen, president.
Services: Commercial spots.

ROCKHILL RADIO & TV PRODUCTIONS
18 E. 50th St., New York 22, N. Y., Tel.: Plaza 9-7979; Stanley J. Wolf, manager.
Services: TV productions, recording.

RICHARD H. ROFFMAN ASSOCIATES
646 Park Ave., Hotel Sulgrave, New York 19, N. Y., Tel.: Trinidad 9-5640; Richard H. Roffman, president.
Services: TV scripts, package programs, talent, publicity and public relations service.

ROGELL PRODUCTIONS INC.
1040 N. Las Palmas, Hollywood 38, Calif., Tel.: Granite 3111; Albert S. Rogell.
Services: Package, features and film productions.

ROLLOW-CLARK & CO.
108 Oak Street, Denton, Texas; Bill Rollow.

ALLEN ROTH RADIO PRODUCTIONS
48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-1162; Allen Roth, manager.
Services: Talent, recording, production.

DANNY ROUZER STUDIO
7022 Melrose Ave., Hollywood 38, Calif., Tel.: York 2494; Danny Rouzer, president.
Services: 16mm film productions.

RUBENS PRODUCTIONS
7063 Sunset Blvd., Hollywood 28, Calif., Tel.: Granite 6930; Gladys W. Rubens.
Services: TV talent, package programs, production.

RUBY FILM CO.
729 Seventh Ave., New York 19, N. Y., Tel.: Circle 5-5640; Edward Ruby.

S

SACK TELEVISION ENTERPRISES
358 W. 44th St., New York, N. Y., Tel.: Judson 6-2258; Julius Sack, sales manager.
Services: Motion picture films for television.
Branch Offices: Film Exchange Bldg., Dallas 1, Texas, Tel.: Sterling 3069; Alfred N. Sack, general manager.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS
Bankers Securities Bldg., Philadelphia 44, Pa., Tel.: Kingsley 5-7055; Barnard L. Sackett.
Services: TV scripts, package programs and commercials, talent.

SAM SAMUELS
1654 Broadway, New York 19, N. Y., Tel.: Judson 6-9012; Sam Samuels.
Services: Package programs, talent.

SANFT-COSTA TELEVISION FEATURES
17 E. 42nd St., New York 17, N. Y., Tel.: Murray Hill 2-6770-71; Sidney Sanft, Don Costa, producers.
Services: TV package programs, production, scripts.

JAMES L. SAPHIER AGENCY INC.
9538 Brighton Way, Beverly Hills, Calif., Tel.: Crestview 1-7231; James L. Saphier, president.
Services: TV package programs, production, talent.
New York 17—6 E. 45th St., Tel.: Murray Hill 7-8370; **Jules Green, vice president.**

SARRA INC.
200 E. 56th St., New York 22, N. Y., Tel.: Murray Hill 8-0085; Jack Henderson.
Services: Custom made television commercials for national advertisers.
Branch Offices: 16 E. Ontario St., Chicago, Ill., Tel.: Whitehall 4-5151; Joe Betzer.

WALTER SCHWIMMER PRODUCTIONS INC.
75 E. Wacker Dr., Chicago 1, Ill., Tel.: Franklin 2-4392; Walter Schwimmer, president.
Services: TV scripts, package programs, production.
New York 17—16 E. 41st St., Tel.: Lexington 2-1791; Jack Arden.

SCIENCE PICTURES INC.
5 E. 57th St., New York 22, N. Y., Tel.: Plaza 9-8532; Francis C. Thayer.
Services: Animated, educational film shorts and film productions.

SCREEN GEMS INC., (TV Department)
729 Seventh Ave., New York, N. Y., Tel.: Circle 5-5044; Ralph Cohn, manager.
Services: Production of motion pictures for television and production of film commercials for TV.
Branch Offices: 1302 N. Grover St., Hollywood, Calif., Tel.: Hudson 2-3111; J. Jules Bricken, executive producer.

SEABOARD STUDIOS INC.
157 E. 69th St., New York, N. Y., Tel.: Regent 7-9200; Sandford R. Johnson, president.
Services: Commercial spots and shows for TV.

SEIDEL FILMS
853 Seventh Ave., New York, N. Y.; Tom Seidel.

SELLERS COMPANY
905½ Main, Dallas, Texas, Tel.: Randolph 5978; J. E. Sellers, manager
Services: TV production and recording for films.

SESAC INC.
475 5th Ave., New York 17, N. Y., Tel. Murray Hill 5-5365; K. A. Jadassohn, general manager.
Services: Library of music.

GEORGE SHACKLEY (Formerly Moonbeams Broadcasts Inc.)
701 7th Ave., New York 19, N. Y., Tel.: Columbus 5-7495; George Shackley, president.
Services: TV scripts, production.

SHERWOOD PICTURES CORP.
1569 Broadway, Brooklyn; N. Y., T Marc Sherwood.

SIXTEEN SCREEN SERVICE CO.
6710 Melrose Ave., Hollywood 38, Calif. Tel.: Wyoming 1491; Leonard Clairmont; Homer O'Donnell.
Services: Newsreel, educational film shorts, and film productions.

SKYLINE PRODUCTIONS INC.
127 E. 61st St., New York 21, N. Y., Tel.: Templeton 8-7550; Robert B. Spafford, president.
Services: Film productions.
Branch Offices: Hollywood 28, Calif., 6331 Hollywood Blvd.; Frank K. Danzig.

STEPHEN SLESINGER INC.
247 Park Ave., New York 17, N. Y., Tel.: Eldorado 5-2544; Stephen Slesinger.

FLETCHER SMITH STUDIOS INC.
321 E. 44th St., New York 17, N. Y., Tel.: Murray Hill 5-6626; Fletcher Smith, president.
Services: Spot commercials, filming television shows.

(Continued on page 244)

"Who has complete motion picture production facilities from script to finished film . . . for television?"

"Seaboard Studios . . . they have an entire building devoted to TV films . . . 157 East 69th Street, New York 21, New York . . . or call REgent 7-9200."

Producers of Tele-Discs.
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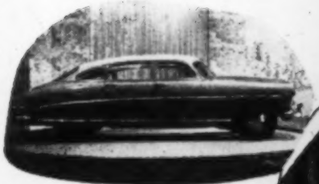
Sandford Johnson, President



Hudson Motor Car Company
Brooke, Smith, French & Dorrance, Inc.

Stopette "Poof!" deodorant body powder

Jules Montenier, Inc.
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J. Walter Thompson Co.

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UEBEC
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Sun Oil Company
Hewitt, Ogilvy, Benson & Mather, Inc.

(Continued from page 242)

SNADER PRODUCTIONS

177 S. Beverly Drive, Beverly Hills, Calif.; Tel.: Crestview 5-4451; Louis D. Snader, president.

Services: Snader Telescriptions library, musical films, features.

Branch Offices: 328 S. Beverly Dr., Beverly Hills, Calif.: Reub R. Kaufman, president.

New York—229 W. 42d St.; Tel.: Longacre 4-3971; Oliver A. Unger.

Chicago—59 E. Van Buren St., N. W.; Tel.: Webster 9-5466; E. Jonny Graff, national sales manager.

Atlanta—735 Spring St., N. W.; Jack McClain, southern sales manager.

JOSEPH I. SONNENREICH

143 W. 103d St., New York 25, N. Y., Tel.: Monument 3-7138; Joseph I. Sonnenreich, owner.

Services: TV package programs, production, package management and representation.

SOUND MASTERS INC.

165 W. 46th St., New York 19, N. Y., Tel.: Plaza 7-6600; Francis Carter Wood Jr., vice president.

Services: Motion pictures for TV, sound recording services, lab.

SOUVAINE COMPANY

30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 7-5666; Henry Souvaine.

Services: TV package programs, production.

SIGMUND SPAETH

400 E. 58th St., New York 22, N. Y., Tel.: Plaza 8-0879; Sigmund Spaeth, president.

Services, TV scripts, package programs, production, talent, personal appearances.

TV
STOCK
SHOTS

over 2,000,000 feet
of up-to-date film

- SPORTS
- NEWS
- TRAVEL
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Chances are we have it—
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JUdson 6-3750

SPECIAL PURPOSE FILMS Inc.

44 W. 56th St., New York 19, N. Y.; Tel.: Judson 6-0020; John Fox.

SPECIALTY TELEVISION FILMS INC.

45 W. 45th St., New York 19, N. Y., Tel.: Luxemburg 2-4717; Jules B. Weill, president.

Services: Films for TV.

SPEEDY-Q & GENNETT SOUND EFFECTS

1344 S. Flower St., Los Angeles 15, Calif., Tel.: Prospect 2035; Philip Johnson, manager.

Services: Recorded sound effects.

SQUARE DEAL PICTURES CORP.

Pines Bridge Road, Ossining, N. Y., Tel.: Ossining 2-2617; Donn Marvin, vice president.

Services: Production, films available. Production of films to order, from idea to finish picture.

WILBUR STARK

510 Madison Ave., New York, N. Y., Tel.: Plaza 3-1742.

Services: Package.

STARR PIANO CO.

1344 S. Flower St., Los Angeles 15, Calif., Tel.: Prospect 2035; Philip Johnson.

Services: Sound effects records.

BRUCE FORD STAUDERMAN

37 King St., New York 14, N. Y., Tel.: Watkins 9-2954; Bruce Stauderman.

Services: TV scripts, package programs, production.

STEMPEL-OLENICK AGENCY

717 N. La Cienega Blvd., Los Angeles 46, Calif., Tel.: Crestview 1-7141; Frank Stempel, partner.

Services: TV scripts, package programs, talent.

STERLING TELEVISION Co.

316 W. 57th St., New York 19, N. Y.; Tel.: Judson 6-3750; Saul J. Turell, president.

Service: TV film producers and distributors; features, shorts, documentaries and film series, stock shot division.

MIKE STOKEY PRODUCTIONS

6123 Selma Ave., Hollywood, Calif.; Tel.: Hudson 2-1241; Michael W. Stokey.

Services: Package and film production.

WILBUR STREECH PRODUCTIONS

1697 Broadway, New York 19, N. Y., Tel.: Judson 2-3816; Wilbur J. Streech, owner.

Services: Production of entertainment and commercial films.

STRICKLAND FILM CO.

220 Pharr Rd., N. E. Atlanta, Ga., Tel.: Cherokee 5317; Robert B. Strickland, owner.

Services: Studio complete production and processing facilities.

RICHARD STROUT PRODUCTIONS

Box 331, Hollywood 28, Calif., Tel.: Hempstead 8507; George C. Meacham, president.

Services: Custom-built films.

Branch Office: 507 Fifth Ave., New York 18, N. Y., Tel.: Murray Hill 2-6924; G. C. Meacham, president.

BILL STURM STUDIOS INC.

53 E. 9th St., New York, N. Y., Tel.: Oregon 7-7270; A. D. Hecht, manager.

Services: Complete facilities, including large animation dept., for producing films from script to screen.

Branch Offices: Munsey Bldg., Washington, D. C., Tel.: District 2757; Ed Leary.

IRVIN PAUL SULDS INC.

654 Madison Ave., New York 21, N. Y., Tel.: Templeton 8-7025; Irvin Paul Sulds.

SUN DIAL FILMS INC.

341 E. 43rd St., New York 17, N. Y., Tel.: Murray Hill 6-2046; Samuel A. Datlowe, president.

Services: TV film production.

JOHN SUTHERLAND PRODUCTIONS INC.

201 N. Occidental Blvd., Los Angeles 26, Calif., Tel.: Dunkirk 8-5121; John Sutherland; New York, 60 E. 42nd St., Murray Hill 7-7815, Richard Culligan.

SWANK FILMS INC.

627 Salem Ave., Dayton 6, Ohio, Tel.: Taylor 4192; Jerrold A. Swank, president.

Services: Slides, art work, Balopticon cards, animation.

H. N. SWANSON INC.

8523 Sunset Blvd., West Hollywood 46, Calif., Tel.: Crestview 1-5115; Edgar Carter.

Services: TV scripts, package programs.

T

HAL TATE PRODUCTIONS

831 S. Wabash Ave., Chicago 5, Ill., Tel.: Harrison 7-3610; Hal Tate, president.

Services: TV package programs, production, consultant service.

Toronto—(S. W. Caldwell Ltd.) 150 Simcoe St., Simcoe House, Tel.: Plaza 8727; S. W. Caldwell.

TAYLOR PRODUCTIONS INC.

6700 Sunset Blvd., Hollywood 28, Calif.; Gordon Van Dover.

TECHNISONIC STUDIOS

1201 S. Brentwood Blvd., St. Louis 10, Missouri., Tel.: Parkview 1055; Charles E. Harrison, president.

Services: Sound film shorts.

TEEVEE CO.

211 S. Beverly Dr., Beverly Hills, Calif., Tel.: Crestview 5-1076; Marc Frederic, vice president and general manager.

Services: Production of TV shows.

TEL-AIR ASSOCIATES

366 Madison Ave., New York 17, N. Y., Seymour Kaplan.

TEL RA PRODUCTIONS

1518 Walnut St., Philadelphia 2, Pa., Tel.: Kingsley 5-8540; W. Wallace Orr.

Services: TV scripts, package programs, production, talent.

TELCO PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif., Al Gannaway.

TELE-AMERICA INC.

170 S. Beverly Dr., Beverly Hills, Calif., Thorn L. Brooks.

TELECAST FILMS Inc.

112 W. 48th St., New York 19, N. Y.; Tel.: Judson 6-5480; Gordon Hedwig.

Services: Feature films for TV.

TELEFEATURE PRODUCTIONS INC.

30 Rockefeller Plaza, New York 20, N. Y., Tel.: Judson 2-3026-7-8-9; West Hooker, president.

Services: TV package programs, production.

Chicago 6—205 W. Wacker Dr., Tel.: Randolph 6-7100; Laurin Healy, manager.

TELEMATED CARTOONS

70 E. 45th St., New York 17, N. Y., Tel. Murray Hill 6-8933; Saul S. Taffet, producer director.

Services: TV film commercials, storyboards, animation, titles, scripts.

TELEMOUNT PICTURES INC.

5255 Clinton St., Los Angeles 4, Calif., Tel.: Hollywood 9-8321; Henry B. Donovan, president.

Services: Producer of motion picture film.

TELEPAK INC.

201 N. Carmelina Ave., Los Angeles 24, Calif., C. Robert Longnecker.

TELEPIX CORP.

6233 Hollywood Blvd., Hollywood, Calif., Tel.: Hillside 8351; Robert P. Newman, president.

Services: Animated, features and packages.

Branch Offices: Chicago 11, Ill., 155 E. Ohio St., Dick Lewis, vice president; Seattle 4, Wash., Central Bldg., Hugh Feltis, general manager.

TELEVISION ARTS PRODUCTIONS INC.

2733 Stuart St., Berkeley, Calif., J. T. Ward.

TELEVISION ASSOCIATED PRODUCTIONS

816 W. 5th St., Los Angeles 17, Calif.; Tel.: Mutual 5397; Wally Sherwin, executive producer.

Services: Features and packages.

TELEVISION CARTOONS INC.

155 W. 46th St., New York 19, N. Y., Tel.: Judson 6-1650; Robert N. Brotherton, president.

Services: Cartoon film spots.

TELEVISION FEATURES INC.

480 Lexington Ave., New York 17, N. Y.; Tel.: Murray Hill 6-3310; Larry Gordon, president.

Services: Educational film shorts, animated, packages and film productions.

TELEVISION FILMS OF AMERICA

6350 DeLongpre Ave., Hollywood 28, Calif., Tel.: Hillside 9201; Jack Parker, vice president and executive producer.

Services: Live and transcription programs to order; syndicated TV films available.

Branch Offices: 540 Stockton St., San Francisco 8, Calif., Tel.: Sutter 1-6780; Kaye Hyde, manager. 40 E. Oak St., Chicago 11, Ill., Tel.: Whitehall 4-6040; Elsie Jones, manager. 1102 Fifth Ave., New York 10, N. Y., Tel.: Murray Hill 3-9222; Art Royal, manager. 2548-A University; Lillian Collett, manager.

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1697 Broadway, New York 19, New York
JUdson 2-3816

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TV PROGRAM PRODUCTION AND RELATED SERVICES

TELEVISION GUILD PRODUCTION INC.
210 N. Larchmont Blvd., Los Angeles 4, Calif., Tel.: Hollywood 9-2895; Jack Miles, president and production consultant.
Services: Film commercials and shorts.

TELEVISION INTERNATIONAL CO.
25 W. 45th St., New York 19, N. Y. Tel.: Plaza 7-3450.

TELEVISION PRODUCTION ASSOCIATES
130 E. 61st St., New York 21, N. Y., Tel.: Templeton 8-7023; Charles Irving, director.
Services: TV production, scripts, programs.

TELEVISION SCREEN PRODUCTIONS INC.
17 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 2-8877; Charles J. Basch Jr., president.
Services: TV package programs, production, talent.

TEL RA PRODUCTIONS
1518 Walnut St., Philadelphia 2, Pa., Tel.: Kingsley 5-8540; W. Wallace Orr, director.
Services: TV program production.

MARSHALL TEMPLETON INC.
214 Ford Bldg., Detroit 26, Mich., Tel.: Lorain 7-3900; Marshall E. Templeton.

MICHAEL TERR INC.
1276 N. Crescent Hgts., Hollywood 46, Tel.: Hudson 2-7038; Michael Terr, executive in charge.
Services: Production of dramatic TV shorts.

THE THEATRE GUILD INC.
23 W. 53rd St., New York, N. Y. Tel.: Columbus 5-6170. Warren Caro, executive director, TV dept.
Services: package.

TOMLIN FILM PRODUCTIONS INC.
480 Lexington Ave., New York 17, N. Y. Tel.: Plaza 8-2827. Frederick A. Tomlin, president.
Services: Animated and film productions.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.
1 E. 54th St., New York 22, N. Y., Tel.: Plaza 5-9800; William A. Wasmuth, manager.
Services: TV package programs.

TRANSCRIBED RADIO SHOWS
2 W. 47th St., New York 19, N. Y., Tel.: Luxemburg 2-3530; F. Kronen.
Services: Spots, Christmas spot films.

TRANSFILM INC.
35 W. 45th St., New York 19, N. Y., Tel.: Luxemburg 2-1400; William Burnham.
Services: TV spot commercials and film production.

TRANSVIDEO CORP. OF AMERICA
2 W. 46th St., New York 29, N. Y., Tel.: Luxemburg 2-1280; Theodore A. Parisi.

TRI-VIDEO PRODUCTIONS INC.
15 Central Park West, New York 23, N. Y.; Jack Goldstein.

TV ADS INC.
3839 Wilshire Blvd., Los Angeles 5, Calif., Tel.: Dunkirk 8-1323; Doria Balli, president.
Services: Commercials.

TV-PROGRAMS INC.
Empire State Bldg., New York 1, N. Y., Tel.: Chickering 4-1374; Edward Roberts Jr., president.
Services: TV package programs, production, talent.

U

GEORGE ULLMAN AGENCY INC.
8979 Sunset Blvd., Los Angeles 46, Calif., Tel.: Crestview 4-5238; George Ullman, president.
Services: TV scripts, package programs, talent.

RICHARD H. ULLMAN INC.
295 Delaware Ave., Buffalo 2, N. Y., Tel.: Cleveland 2066; Richard H. Ullman, president.
Services: TV package programs, production, scripts.

UNITED BROADCASTING CO. INC.
301 Erie St., Chicago 11, Ill., Tel.: Superior 7-9114; William L. Klein, president.
Services: TV program production, talent, sound equipment.

UNITED FEATURE SYNDICATE INC.
220 E. 42nd St., New York 17, N. Y. Tel.: Murray Hill 2-3020. James Hennessey, business manager.
Services: package.

UNITED FILM SERVICE INC.
2449 Charlotte St., Kansas City 8, Mo., Tel.: Baltimore 5100; W. Hardy Hendren.

UNITED SOUND SYSTEMS
5840 Second Blvd., Detroit 2, Mich., Tel.: Trinity 1-2570; James V. Siracuse, proprietor.
Services: Sound recording and script service.

UNITED TELEFILM CO.
106 W. 39th St., New York 18, N. Y., Tel.: Longacre 5-3137; Jesse L. Stern.
Services: TV program production.
Washington 1—1001 New Jersey Ave., N. W., Tel.: Republic 0776; B. H. Mills, L. J. Stern.

UNITED TELEVISION ARTISTS
5539 Sunset Blvd., Hollywood 28, Calif., Wallace Dexter.

UNITED TELEVISION PROGRAMS INC.
360 N. Michigan Ave., Chicago 1, Ill., Tel.: Central 6-0041; Milton Blink, co-owner.
Services: TV package programs.
New York 22—444 Madison Ave., Tel.: Plaza 3-4620; Aaron Beckwith.
Los Angeles 36—140 N. La Brea, Tel.: Webster 8-9181; Gerald King, co-owner.

UNUSUAL FEATURES SYNDICATE
333 N. Michigan Ave., Chicago 1, Ill., Tel.: Franklin 2-3862; Dean Schaefer, owner.
Services: TV package programs, production.

V

THOMAS J. VALENTINO INC.
150 W. 46th St., New York 19, N. Y., Tel.: Circle 6-4675-76; T. J. Valentino, president.
Services: Sound effect records, musical backgrounds for TV films.

VALLEE-VIDEO
6611 Santa Monica Blvd., Hollywood 38., Tel.: Hillside 6118; John W. Seallow, manager.
Services: Making of films.

VAN PRAAG PRODUCTIONS
1600 Broadway, New York, N. Y., Tel.: Plaza 7-2857.

VENTI-DAVIS INC.
152 E. 40th St., New York, N. Y. Tel.: Murray Hill 9-1684. Robert F. Davis, president.
Services: animated and film productions.

VICTOR RADIO ENTERPRISES
33 Parker Ave., Passaic, N. J., Tel.: Prescott 7-7013; Charles Maycher, president.
Services: Talent representative (Polish and English languages), TV package programs, production.
New York—697 6th Ave., Tel.: Longacre 5-9857; Joseph Bell.

VIDEO DRAMA PRODUCTIONS
505 5th Ave., New York City, Tel.: Murray Hill 2-0326; Henry E. Marcuse, president.
Services: TV scripts, package programs, production.

VIDEO EVENTS INC.
535 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-1668; Julienne Dupuy, president.
Services: TV package production.

VIDEO FILMS
1004 E. Jefferson Ave., Detroit 7, Tel.: Woodward 2-3400; Clifford Hanna, partner.
Services: Producer of TV commercials.

VIDEO PRODUCTIONS ASSOCIATES
319 W. 30th St., New York 1, N. Y., Tel.: Lackawanna 4-8422; Philip Brodsky, Miriam Tulin.
Services: TV scripts, package programs, production, consultant service.

(Continued on page 246)

THE TEEVEE CO.
Producers of
THE BIG
"LITTLE THEATRE"
TV SHOW
The Short-Short-Story Sensation
Now On the Air
•
Coast to Coast
•
211 So. Beverly Drive
CRestview 5-1076 Beverly Hills, Calif.

TOPS FOR 1952's TV SPORTS PROGRAMMING!

- TELESPORTS DIGEST
- BASEBALL BRIEFS
- DOWN THE STRETCH
- IDEAS ON PARADE
- DICK DUNKEL'S FOOTBALL RATINGS
- TOUCHDOWN
- MAJOR LEAGUE FOOTBALL HIGHLIGHTS

TEL RA films have been used with great success by foremost national advertisers. Select your show—or shows—from this popular line-up. Format descriptions and market prices on request.

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1518 WALNUT STREET
PHILADELPHIA 2, PA.
KIngsley 5-8540

"America's leading producers of TV sports programming"

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Continued from page 245)

VIDEO VARIETIES CORP.
41 E. 50th St., New York 22, Tel.: Murray Hill 8-1162; Otis P. Williams, general sales manager.
Services: Film producers, programs & commercials. Studio: 510 W. 57th St., New York 17, Tel.: Circle 7-2062; Martin Henry, vice president production.

VIDICAM PICTURES CORP.
240 E. 39 St., New York 17, Tel.: Murray Hill 6-3310; Edward Roberts Carroll, vice president.
Services: TV film productions, both film commercials and regular programs.

J. FRANKLYN VIOLA
152 W. 42d St., New York 18, N. Y., Tel.: Chickering 4-3254; J. Franklyn Viola, president.
Services: Recording, program production, foreign language shows.

CHICK VINCENT CO.
509 Madison Ave., New York 22, N. Y., Tel.: Eldorado 7-2291; Chick Vincent, producer.
Services: TV package programs, production.

OWEN VINSON & CO.
P. O. Box 111, Santa Monica, Calif., Tel.: Exbrook 51305; Owen Vinson, owner.
Services: TV scripts, package programs, production.

VISUAL ARTS PRODUCTIONS INC.
2 W. 46th St., New York 19, N. Y., Max Rosenbaum.

VISUAL MEDIA INC.
17 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 2-2060; William M. Nelson, president.
Services: TV package programs, production, scripts.

VITAPHONE FILM PRODUCTIONS
5331 Via San Delarro, Los Angeles 22, Calif., Jack Helstowski.

WILL H. VOELLER PRODUCTIONS
6087 Sunset Blvd., Hollywood 28, Calif., Tel.: Hudson 2-1537; Will H. Voeller, owner.

VONNA PRODUCTIONS INC.
5816 Wilshire Blvd., Los Angeles, Calif., Tel.: Walnut 2096; Eddison Von Ottenfeld, president.
Services: TV package programs, production, scripts, talent.
New York City—619 W. 54th St., Tel.: Judson 2-3791; Peter M. Rogers.
Washington—1121 Vermont Ave., N. W., Tel.: Stanley 3626; Jack Wegner.

W

ROGER WADE PRODUCTIONS
15 W. 46th St., New York 36, N. Y. Tel.: Circle 7-6797; Roger Wade, owner.
Services: Film production service, film commercials, slide films, motion pictures.

LOUIS WEISS & CO.
655 N. Fairfax Ave., Los Angeles 36, Calif., Tel.: Webster 8-5287; Adrian Weiss, executive director.
Services: Production and distribution of television entertainment films.

WBKB (TV)
190 N. State St., Chicago 1, Ill., Tel.: Randolph 6-8210; John Mitchell.
Services: TV scripts, package programs, production, recordings.

WELGOT TRAILER SERVICE
630 Ninth Ave., New York 19, N. Y., Tel.: Circle 6-6450; Martin Gottlieb, Charles L. Welsh.
Services: Animated and features.

RUPE WERLING
Hidden Haven, Chalfont, Pa., Tel.: Lexington 707; Rupe Werling.
Services: TV scripts, package programs and commercials, production.

WEST COAST SOUND STUDIOS
510 W. 57th St., New York 19, N. Y., Tel.: Circle 7-2062; Martin Henry.

WESTERN ADVENTURE PRODUCTIONS INC.
120 South Poplar St., Charlotte, N. C.; J. F. White Jr., president.

WESTERN RECORDERS
6000 Sunset Blvd., Hollywood 28, Calif., Tel.: Hempstead 6811; H. Dixon McCoy, owner.

WFAA-TV,
3000 Harry Hines Blvd., Dallas, Texas., Tel.: Riverside 3316; Alex Keese, regional sales manager in charge film dept.
Services: Commercial announcements.

WILDING PICTURES PRODUCTIONS INC.
1345 Argyle St., Chicago 40, Ill., Tel.: Longbeach 1-8410; C. H. Bradfield Jr., president.
Services: Producer of TV spot announcements and programs on film for TV.
St. Louis—4053 Lindel Blvd., Tel.: Lucas 0985; James E. Darst, branch manager.
Detroit—1000 Dime Bldg., Tel.: Tuxedo 2-4600; Ralph E. Cattell, vice president.
New York—385 Madison Ave., Tel.: Plaza 9-0854; J. W. Inglefield, vice president.
Cleveland—Swetland Bldg., Tel.: Tower 1-6640; Jack A. Rheinstrom, vice president.
Cincinnati—Enquirer Bldg., Tel.: Garfield 0477; James E. LaMarr, branch manager.

WILLARD PICTURES INC.
45 W. 45th St., New York, N. Y., Tel.: Luxemburg 2-0430; John M. Squier Jr.

HAL WILSON PRODUCTIONS
442 Westbourne Dr., Los Angeles 48, Calif., Tel.: Crestview 5-6914; Hal Wilson, owner.
Services: TV scripts, package programs, production, talent.

FRANK WISBAR PRODUCTIONS INC.
7324 Santa Monica, Hollywood 46, Calif., Tel.: 2-2286; Frank Wisbar.
Services: Film productions.

I. OSCAR WITTE
1064 S. Genesee Ave., Los Angeles 19, Calif., Tel.: Webster 1-8716; I. Oscar Witte, owner.
Services: TV scripts, cartoon characters for merchandising products.

WLS ARTIST BUREAU
1230 Washington Blvd., Chicago, Ill. Tel.: Monroe 6-9700; George Ferguson, Earl W. Kurtze.
Services: Recording, talent representative for WLS artists.

WOLF ASSOCIATES
420 Madison Ave., New York 17, N. Y. Tel.: 5-7620; Edward Wolf, manager.
Services: TV package programs.

WOLFF-FELDMAN ENTERPRISES INC.
21 W. 42nd St., New York 18, N. Y. Tel.: Lackawana 4-3450; Max Wolff.

RAPHAEL G. WOLFF STUDIOS
5631 Hollywood Blvd., Hollywood 28, Calif., Tel.: Granite 6126; Raphael G. Wolff, owner.
Services: Motion picture productions, 16mm and 35mm, black and white and color, animation.

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Falstaff Beer
Father John's Medicine
Forstner Key Chains & Bracelets
General Electric
General Foods
General Mills
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Hytron Television Tubes
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Chicago—221 N. LaSalle St., Tel.: Randolph 6-4626; Carl Wester, district representative.

New York—153 E. 45th St., Tel.: Plaza 5-5386; Dicran Nahigian, district representative.

WOODRUFF ASSOCIATES
751 Second Ave., New York 17, N. Y., Tel.: Murray Hill 7-5395; Frank L. Woodruff, executive producer.
Services: TV package programs, production, scripts, talent.

WOR ENTERTAINMENT DEPT.
1440 Broadway, New York 18, N. Y., Tel.: Longacre 4-8000; Nat M. Abramson, manager.
Services: Talent.

WOR RECORDING STUDIOS
1440 Broadway, New York 18, N. Y., Tel.: Longacre 4-8000; Henry B. Lockwood, manager.
Services: Recording of audio portion for TV spots and programs on disc and tape.

WORLD BROADCASTING SYSTEM INC.
488 Madison Ave., New York 22, N. Y., Tel.: Murray Hill 8-4700; Robert W. Friedheim, general manager.
Services: Transcription program service library (background music, etc.)
Cincinnati 6—1529 Madison Rd., Tel.: Plaza 1323; Leo Gutman.
Los Angeles 4—5255 Clinton St., Tel.: Hempstead 5121; Maynard Marquardt, Western Div. manager.

CARTER WRIGHT ENTERPRISES INC.
6533 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-0944; Carter Wright, president.
Services: Film production and musicals.

WRIGHT-SONOVOX INC.
6331 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-3614; John T. Abbott, manager.
Services: Sound articulation, recording, production.
New York 22—444 Madison Ave., Tel.: Plaza 5-4130; E. C. Redding, manager.

VOGUE WRIGHT STUDIOS
469 E. Ohio St., Chicago 11, Ill., Tel.: Mohawk 4-5600; George T. Becker, vice president.
Services: Commercial motion picture film producer.
New York—224 4th Ave., Tel.: Algonquin 4-3400; Robert Shea.

WYNN WRIGHT ASSOCIATES
17 W. 57th St., New York 19, N. Y., Tel.: Plaza 3-4417; Charles Granzow.
Services: TV package programs.

Y

EMERSON YORKE STUDIO
245 W. 55th St., New York 19, N. Y.; Tel.: Luxemburg 2-2216; Emerson Yorke, executive producer.
Services: Newsreels, educational film shorts and film productions.

YOUNG AMERICA FILMS INC.
18 East 41st St., New York 17, N. Y., Tel.: Lexington 2-4111; J. R. Brewster, director of production.
Services: Rental of educational films.

HAROLD YOUNG PRODUCTIONS INC.
168 E. 61st St., New York 19, N. Y., Tel.: Templeton 8-5292; Harold Young.

Z

ZIV TELEVISION PROGRAMS INC.
1529 Madison Rd., Cincinnati 6, Ohio, Tel.: Plaza 1323; Frederic W. Ziv, president.
Services: TV programs and packages.
New York 22—488 Madison Ave., Tel.: Murray Hill 8-4700; John L. Sinn, executive vice president.
Hollywood—5255 Clinton St.; Maurice Unger.

Foreign Television Stations

(Continued from page 189)

ITALY (Cont.)

Rome—(Proposed by June 1953).

Turin—(Proposed by June 1953).

Turin—(Experimental station). RAI, Radio Italiana. 625 lines, 5 mc video bandwidth, FM sound. Power: 5 kw. Transmitter: GE.

Turin—(Experimental). RAI, Radio Italiana. 525 lines, 30 frames. Power: 5 kw. Transmitter: French.

Vatican City—(Operating). Radio Vatican. Frequency: 185 mc. 819 lines, 25 frames.

JAPAN

Tokio (Kamada)—(Experimental). Radio Regulatory Commission. Frequency: 107.75-103.25 mc. Power: 0.5 kw. 525 lines, 30 frames.

Tokio (Ichigaga Heights)—(Under construction). Radio Regulatory Commission. Power: 10 kw.

MOROCCO

Casablanca—(Under construction). Adm. de la Radiodiffusion et de la Television. Frequency: 174.1-185.25 mc. Power: 2.5 kw. 819 lines, 25 frames, 14 mc band, 10.5 mc video, AM sound.

Rabat—(Proposed). Adm. de la Radiodiffusion et de la Television. Power: 1 kw. 819 lines, 25 frames, 14 mc band, AM sound.

NETHERLANDS

(Estimated receivers: 5,000-6,000)

Eindhoven—PAB-2 (Experimental). Phillips. Frequency: 48.25 mc video, 53.75 mc audio. Power: 3 kw. Transmitter: Phillips. 625 lines, 25 frames, interlaced, 6 mc band, AM sound.

Eindhoven—PAB-3 (Proposed). P.T.&T. Administration. Frequency: 63.25 mc video.

Kootwijk—PAB-6 (Proposed). P.T.&T. Administration. Frequency: 47.74 mc video, 53.75 mc audio.

Utrecht (Lopik)—(Began operating Oct. 2, 1951). Nederlandse Radio Unie. Frequency: 62.25 mc video, 67.75 mc audio. Power: 5 kw. Transmitter: Phillips. 625 lines, 25 frames, interlaced, negative picture modulation, single side band, 5 mc video channel, total band 7 mc, FM sound.

RUSSIA (U.S.S.R.)

(Estimated receivers: 21,500)

Note: Standards are 625 lines, 8 mc channel, 50 fields, FM sound. Frequencies, powers and operating schedules are unknown.

* * *

Kharkov—(Operating).
Kiev—(Proposed).
Leningrad—(Operating).
Moscow—(Operating).
Stalingrad—(Proposed).
Sverdlovsk—(Proposed).

SPAIN

Barcelona—(Proposed). Power: 5 kw visual, 3 kw aural. 625 lines, 50 frames, FM sound.

Madrid—(Experimental). Radiodifusion Nacional. 625 lines, 50 frames, FM sound. Transmitter: Phillips.

Madrid—(Proposed). 625 lines, 50 frames, FM sound. Power: 5 kw visual, 3 kw aural.

SWEDEN

Stockholm—(Experimental). Power: 1 kw. 625 lines, 50 fields, 7 mc channel, 5.5 mc video, FM sound.

SWITZERLAND

Zurich—(Experimental). Power: 0.4 kw. 625 lines, 50 fields, 7 mc channel, 5.5 mc video, FM sound.

TURKEY

Istanbul—(Experimental). Technical University of Istanbul. 625 lines, 25 frames, AM sound. Transmitter: Phillips.

URUGUAY

Montevideo—(Proposed). Servicio Official de Difusion Radio Electrica. Power: 1 kw. 525 lines, 6 mc channel, 30 frames.

YUGOSLAVIA

Beograd—(Proposed). Radiodiffusion Beograd. Frequency: 42.5-47 mc. Power: 5 kw.

Ljubljana—(Proposed). Radiodiffusion Beograd. Frequency: 51.5-56 mc. Power: 5 kw.

Zagreb—(Proposed). Radiodiffusion Beograd. Frequency: 60.5-65 mc. Power: 5 kw.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

A

ABBOTTS DAIRIES Inc., 3041-43 Chestnut, Philadelphia, dairy products and ice cream. Adv. Exec.: George Diffenback. Agency: The Richard A. Foley Adv. Agency Inc., Philadelphia. Acct. Exec.: Lee E. Hood.

ACOUSTICON DIV. OF DICTOGRAPH SALES Corp., 95-25 149th, Jamaica, L. I. N. Y., hearing aids. Agency: Maxwell Sackheim Adv. Agency, N. Y.; Atherton Adv. Agency, Los Angeles.

ADELL CHEMICAL Co., 176 Race, Holyoke, Mass., detergent. Adv. Exec.: J. L. Barowsky. Agency: Wm. B. Remington Inc., Springfield, Mass. Acct. Exec.: Donald C. Heath.

ADELPHI PAINT & COLOR WORKS Inc., 86-00 Dumont Ave., Ozone Park 17, L. I., N. Y. Color grain. Adv. Exec.: Bernard N. Cullen. Agency: Prizes Inc. Robert J. Abramson & Assoc., N. Y. Acct. Exec.: R. J. Abramson.

ADJUST-O-BELT Co., 1025 Broad, Newark 2, girdles. Agency: A. H. P. Adv. Co., Newark. Acct. Exec.: J. Pinkus.

ADMIRAL Corporation, 3800 Cortland St., Chicago 47, radio-TV appliances. Adv. Exec.: Seymour Mintz. TV Adv. Exec.: Edwin J. Sherwood. Agency: Erwin Wasey, New York. Acct. Exec.: Peter Finney.

ADOLPH'S FOOD PRODUCTS, 7511 Santa Monica Blvd., Los Angeles, seasoned meat tenderizer. Adv. Exec.: Robt. H. Deutsch. Agency: Mayers Co. Inc., L. A. Acct. Exec.: James P. Shelley.

AIRMAID HOSIERY MILLS, 4408 Second Ave., Dallas 10, nylon hose. Agency: Simmonds & Simmonds Inc., Chicago. Acct. Exec.: Monte Kleban.

ALADDIN LABS. Inc., 419 So. 6th, Minneapolis 15, Jon-E hand warmers. Agency: Erwin, Wasey & Co. of Minneapolis. Acct. Exec.: James Keeler.

ALBERS MILLING Co., 5045 Wilshire Blvd., Los Angeles, cereals, feeds and dog food. Adv. Exec.: Wm. N. Huse. Agency: Erwin, Wasey & Co., L. A. Acct. Exec.: Eric Lifner.

ELI E. ALBERT Inc., 935 Broadway, New York 10, boyswear. Agency: Stevens Advertising Inc., N. Y. Acct. Exec.: Gloria Felicia Sobelman.

ALBIN ENTERPRISES, 111 No. La Cienega Blvd., Beverly Hills, Calif., dentifrices and hose nozzle. Agency: Edward S. Kellogg Co., Los Angeles.

J. P. ALLEN Co., 215 Peachtree, N. E., Atlanta, apparel. Agency: Spadea Inc., New York. Acct. Exec.: James V. Spadea.

ALLEN MFG. Co. Inc., 300 10th Ave., N., Nashville, ranges, heaters and vaporizing oil burning appliances. Adv. Exec.: M. M. Dowlen. Agency: C. P. Clark Inc., Nashville.

THE ALLIANCE MANUFACTURING Company, Lake Park Boulevard, Alliance, Ohio. Adv. Exec.: John Bentia.

ALLIS-CHALMERS MFG. Co., Tractor Division, Milwaukee 1, Wis., farm equipment. Adv. Exec.: Charles N. Karr. TV Adv. Exec.: Reuben L. Smith. Agency: Bert S. Gittins Adv., Milwaukee. Acct. Exec.: G. L. Seaman.

ALLSTATE INSURANCE Co., 3245 W. Arthington St., Chicago, automobile insurance. Adv. Exec.: Robert E. Gorman. Agency: Christiansen Adv. Agency, Chicago. Acct. Exec.: H. E. Christiansen.

ALTES BREWING Co., 3765 Hurlbut Ave., Detroit, Altes Lager beer. Agency: McCann-Erickson, Detroit. Acct. Exec.: H. Doering. Agency, (West Coast advertising) Ross Roy Inc., Los Angeles.

ALUMINUM CO. OF AMERICA, Gulf Bldg., Pittsburgh 19, all forms of ALCOA aluminum. Agency: Fuller & Smith & Ross Inc., Cleveland; Ketchum MacLeod & Grove, Inc., Pittsburgh.

ALVES PHOTO SERVICE Inc., Quincy, Mass., yulecards. Agency: Bresnick & Co., Boston.

AMANA REFRIGERATION Inc., Amana, Iowa, food freezers and refrigerators. Adv. Exec.: M. E. Morris. Agency: Maury, Lee & Marshall, New York. Acct. Exec.: Maury Bergman.

FRED W. AMEND Co., 8 S. Michigan Ave., Chicago 3, spice jelly drops. Adv. Exec.: Fred W. Amend. TV Adv. Exec.: O. Frederick Bates. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: J. M. Teague.

AMERICAN ASSN. OF ANIMAL LOVERS Inc., Tarzana, Calif., animal books and correspondence courses. Agency: Columbian Adv. Agency, Los Angeles. Acct. Exec.: Harold Weislow.

AMERICAN BAKERIES Co., 520 Ten Pryor St. Bldg., Atlanta, bread, cakes and crackers. Adv. Exec.: W. E. Tompkins. Agency: Tucker Wayne & Co., Atlanta.

AMERICAN BLOWER Corp., 8111 Tireman Ave., Detroit, fans, blowers, heating, ventilating equipment and fluid drive. Adv. Exec.: C. P. Shaw. Agency: Brooke, Smith, French & Dorrance Inc., Detroit. Acct. Exec.: J. G. Williams.

AMERICAN BROADCASTING Co. Inc., 30 Rockefeller Plaza, New York 20, 7 West 66th St. Agency: BBDO, N. Y. Acct. Exec.: Thayer Cumings.

AMERICAN CENTRAL DIV. AVCO MFG. Corp., 18th & Columbia, Connersville, Ind., metal stampings and assemblies, formed steel sinks and cabinets. Agency: Ruthrauff & Ryan Inc., Chicago. Acct. Exec.: Donald McDonald.

AMERICAN CHICLE Co., 30-30 Thomson Ave., Long Island City 1, N. Y., chewing gums, cough gum and Clorets. Adv. Exec.: Russell L. Harris. Agencies: Sullivan, Stauffer Colwell & Bayles, N. Y. Acct. Exec.: G. W. Anderson. Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: R. J. Cabrera.

AMERICAN CIGARETTE & CIGAR Co. Inc., 111 Fifth Ave., New York, Pall Mall cigarettes. Adv. Exec.: Alan C. Garratt. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Acct. Exec.: William M. Spire.

AMERICAN COFFEE Co. Inc., 800 Magazine, New Orleans, coffees. Adv. Exec.: George W. Dodge. Agency: Bauerlein Inc., New Orleans. Acct. Exec.: Clark Salmon, Jr.

AMERICAN EXPRESS Co., 65 Broadway, New York 6, travelers cheques. Adv. Exec.: James K. McArthur. Agency: Benton & Bowles, N. Y. Acct. Exec.: Lester Rounds.

AMERICAN FRUIT GROWERS Inc., 122 East 7th St., Los Angeles 14, Blue Goose Brand fresh fruits and vegetables and frozen foods. Adv. Exec.: L. E. Risk. Agency: Mogge-Privett Inc., L. A. Acct. Exec.: N. W. Mogge.

AMERICAN GAS MACHINE Co., Albert Lea, Minn., oil and gas heaters, water heaters, camping appliances and furnaces. Adv. Exec.: R. D. Putnam.

AMERICAN INDEMNITY Co., P. O. Box 1259, Galveston, Texas, insurance. Adv. Exec.: C. S. Kuhn.

AMERICAN LIMOGES CHINA Co. Inc., 787 11th Ave., New York, dinnerware. Adv. Exec.: Harry Bloomborg. Agency: Scheck Adv. Agency Inc., Newark.

AMERICAN LUGGAGE WORKS Inc., 669 Elmwood Ave., Providence 7, luggage. Agency: The Reingold Co. Inc., Boston. Acct. Exec.: Harold Reingold.

AMERICAN RICE GROWERS COOPERATIVE ASSN., Lake Charles, La., Blue Ribbon and White House rice. Agency: Greer, Hawkins & Allen, Houston. Acct. Exec.: W. Ed. Allen.

AMERICAN SAFETY RAZOR Corp., 315 Jay, Brooklyn, razors, blades, shaving brushes and pocket and table lighters. Adv. Exec.: Chas. Solomon. Agencies: Federal Adv. Agency Inc., New York. Acct. Exec.: Jules Singer. BBDO, N. Y. McCann-Erickson Inc., N. Y. National Export Adv. Service, N. Y. Young & Rubicam Ltd., London, England. F. H. Hayhurst Co. Ltd., Toronto, Canada.

AMERICAN STEEL WOOL Mfg. Co. Inc., 42-24 Orchard, Long Island City, N. Y., scouring pads, steel wool in all forms. Adv. Exec.: Lawrence Stern. Agency: Needham & Grohmann Inc., New York. Acct. Exec.: John Handley.

AMERICAN STOVE Co., 1641 S. Kingshighway Blvd., St. Louis, domestic gas ranges, broilers, bake ovens, coal, wood, oil heaters and furnaces. Adv. Exec.: Tom Gibbons. Agency: Krupnick & Assoc. Inc., St. Louis. Acct. Exec.: Tom J. Connelly.

AMERICAN TEA & COFFEE Co. Inc., 2424 Charlotte Ave., Nashville, coffee and tea. Adv. Exec.: M. R. Bubis. Agency: Simon & Gwynn, Memphis. Acct. Exec.: Milton Simon.

AMERICAN TELEVISION Inc., 5050 N. Broadway, Chicago, receivers. Adv. Exec.: E. Conrad. Agency: Turner Adv. Agency, Chicago. Acct. Exec.: A. F. Marthens.

THE AMERICAN TOBACCO Co., 111 Fifth Ave., New York, tobacco, cigarettes, cigars, etc. Adv. Exec.: Albert R. Stevens. Agencies: BBDO, N. Y. Acct. Exec.: Thayer Cumings. The M. H. Hackett Co., N. Y. Lawrence C. Gumbinner Adv. Agency Inc., N. Y.

AMERICAN TRAILER Co., 4030 Wisconsin Ave., N. W., Washington, house trailers, laboratory and sales display trailers, parts and accessories.

AMERICAN VITAMIN ASSOCS. Inc., 6253 Hollywood Blvd., Hollywood 28, vitamins. Agency: Counselors, Hollywood. Acct. Exec.: Frank J. Miller.

AMUROL PRODUCTS Co., 116 So. Michigan Ave., Chicago 3, Amurol Ammoniated Tooth Powder, tooth paste, and sugarless ammoniated chewing gum. Agency: O'Neil, Larson & McMahon, Chicago.

ANAHIST Co., Inc., 21 Grey Oaks Ave., Yonkers, N. Y., Anahist Tablets & atomizers. Agency: BBDO, Yonkers. Acct. Exec.: Herb West.

ANCHOR HOCKING GLASS Corp., Lancaster, Ohio, Fire-King ovenware, glass tableware, glass containers. Adv. Exec.: J. H. Gilluley. Agency: Wm. H. Weintraub & Co. Inc., N. Y. Acct. Exec.: J. Reeder.

ANCHOR POST PRODUCTS Inc., 6500 Eastern Ave., Baltimore, fences, oil burners, marine and automotive heaters. Agency: Van Sant, Dugdale & Co. Inc., Baltimore. Acct. Exec.: C. M. Buchanan.

ANDERSON-LITTLE Co. Inc., Fall River, Mass., men's apparel. Agency: Bo Bernstein & Co. Inc., Providence. Acct. Exec.: Joseph M. Bernstein.

THE ANGLO CALIFORNIA NATL. BANK OF SAN FRANCISCO, 1 Sansome, San Francisco, complete banking service. Agency: Foote, Cone & Belding, S. F. Acct. Exec.: Innis Bromfield.

ANHEUSER-BUSCH Inc., 721 Pestalozzi, St. Louis, Budweiser, Michelob Beer, yeast and yeast products. Agency: D'Arcy Adv. Co., St. Louis. Acct. Exec.: P. J. Orthwein.

ANSON Inc., 24 Baker, Providence, men's jewelry. Agency: T. Robley Louttit Inc., Providence. Acct. Exec.: Lewis Hoen.

ANSUL CHEMICAL Co., 1 Stanton, Marinette, Wis., fire extinguishing equip. Agency: J. A. Cormick, Milwaukee.

ANTHRACITE INSTITUTE, 101 Park Ave., New York. Anthracite coal and equipment. Adv. Exec.: Edward H. Walker. Agency: J. Walter Thompson, N. Y. Acct. Exec.: W. C. MeKeehan.

APCO MFG. Co., 1346 N. Milwaukee, Chicago 22, infants' and children's wear. Agency: Central Adv., Chicago. Acct. Exec.: Phil Leiber.

APEX ELECTRICAL Mfg. Co., 1070 E. 152, Cleveland, cleaners, washers and ironers. Adv. Exec.: Harry G. McDavitt, Jr. Agency: Meldrum & Fewsmith Inc., Cleveland. Acct. Exec.: H. W. Cooper.

K. ARAKELIAN Inc., Madera, Calif., Mission Bell wines. Agency: Young & Rubicam Inc., San Franciso.

ARCTURUS ELECTRONICS Inc., 54 Clark, Newark, cathode ray tubes. Adv. Exec.: John R. Beers.

ARIZONA BREWING Co. Inc., Phoenix, A-1 Pilsner beer. Agency: Advertising Counselors of Arizona, Phoenix. Acct. Exec.: Ivan Shun.

ARKAY JUNIOR FROCKS Inc., 498 7th Ave., New York 18, dresses. Agency: Douglas D. Simon Adv. Inc., N. Y.

ARMOUR AND Co., 4301 S. Racine, General Office, U. S. Yards, Chicago 9, Ill., grocery, meat and soap products, Dial Shampoo. Adv. Exec.: D. B. Hause. TV Adv. Exec.: H. H. Leland. Agencies: Foote, Cone & Belding, Chicago. Acct. Exec.: Jim Hall, John W. Shaw, Chicago. Acct. Exec.: Edw. Hughes.

ARMSTRONG CORK Co., (Floor Div.), Liberty & Mary, Lancaster, Pa., linoleums, floor tiles, rugs, linowall and linoleum sundries. Adv. Exec.: Cameron Hawley. Agency: BBDO Inc., N. Y. Acct. Exec.: Paul Markman.

THE ARMSTRONG RUBBER Co., 475 Elm Street, West Haven 16, Connecticut, tires and tubes. Adv. Exec.: Leo Sklarz, Jr. Agency: Maxon Inc., New York. Acct. Exec.: William Mulvey.

ARNOLD & ABORN Inc., 243 Pearl, New York, coffees. Adv. Exec.: Edward Aborn. Agency: Donahue & Coe Inc., N. Y.

ARNY CHEMICAL Co., 66-68 Clinton Ave., Maspeth, N. Y., plastic floor finish, wax and plastic remover. Adv. Exec.: S. S. Shiry. Agency: Lee-Murray Co. Inc., N. Y. Acct. Exec.: Joe Malina.

ART INSTRUCTION Inc., 500 So. 4th, Minneapolis 15, home study art courses, commercial art, illustrating and cartooning. Agency: Knox Reeves Adv. Inc., Minneapolis; Olmsted & Foley A. A., Minneapolis; Melamed-Hobbs Inc., Minneapolis.

ARTISTIC FOUNDATIONS Inc., 417 Fifth Ave., New York, foundation garments. Agency: Thomas & Delehanty Inc., N. Y. Acct. Exec.: Mrs. Irene S. Sims.

ARTVOGUE OF CALIFORNIA Corp., 508 Mission, San Francisco, neckwear and men's sportshirts. Agency: Bernard B. Schnitzer Inc., S. F. Acct. Exec.: Bernard Schnitzer.

ASHLAND OIL & REFINING Co., 1409 Winchester Ave., Ashland, Ky. Adv. Exec.: F. W. Munro. Agency: Byer & Bowman, Columbus, Ohio.

FRED ASTAIRE DANCE STUDIOS Corp., 487 Park Ave., New York 22. Agency: A. M. Sneider & Co., N. Y.

ATCHISON, TOPEKA & SANTA FE RAILWAY SYSTEM, Railway Exchange Chicago 4, Santa Fe System. Agency: Leo Burnett Co. Inc., Chicago.

ATLANTIC BREWING Co., 1549 W. Fullerton Ave., Chicago, Tavern Pale Beer. Agency: W. B. Doner Co., Chicago.

THE ATLANTIC REFINING Co., 260 S. Broad St., Philadelphia, petroleum. Adv. Exec.: Richard Borden. Agency: N. W. Ayer & Son Inc., Phila. Acct. Exec.: Norton Cotterill.

ATLAS BREWING Co., 1503 W. 21st, Chicago 8, Atlas All American Beer. Agency: Olian Adv. Co. of Chicago.

S. AUGSTEIN & Co., 26 West 37th St., New York 18, Sacony Fashions; women and children. Adv. Exec.: C. B. Strauss. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y. Acct. Exec.: Lucille Goold.

AUSTIN-GREENE Inc., 11 West 25th New York 10, Remayne indelible lipstick. Agency: Dorrance-Waddell Inc., N. Y. Acct. Exec.: Eugene Waddell.

AUSTIN, NICHOLS & Co. Inc., Kent Ave. & 3rd, Brooklyn, alcoholic beverages and mineral water. Agency: Alfred Lilly Co. Inc., N. Y. Acct. Exec.: Charles Mosler.

AUTOMATIC EQUIPMENT MANUFACTURING Co., 2500 C St., S. Sioux City, Nebr., hay rake, farm sprayer, cattle currier, hog oiler and chemicals. Adv. Exec.: Jack Hennig. Agency: Dove Adv. Agency, Sioux City, Iowa. Acct. Exec.: Joe Keller.

AUTOMATIC WASHER Co., Newton, Iowa, electric washers. Adv. Exec.: J. Wesley George. Agency: W. W. Garrison & Co., Chicago. Acct. Exec.: Earl Lines.

AVCO MANUFACTURING Corp., 420 Lexington Ave., New York 17. Agency: Benton & Bowles Inc., N. Y.

AXEL BROTHERS, Inc., 21-10 49th Ave., Long Island City, N. Y., Columbia Diamond Rings. Adv. Exec.: Arthur M. Hollis. Agency: Bayard Adv., N. Y. Acct. Exec.: Harvard Tigler.

HARRIET HUBBARD AYER Inc., 505 Park Ave., New York 20, toilet preparations. Agency: Ellington & Co. Inc., N. Y.

B

B-1 BEVERAGE Co., 4000 Lindell Blvd., St. Louis, sodas. Adv. Exec.: Oliver C. Thener. Agency: Wm. Zalken & Assoc., St. Louis.

THE B. B. PEN Co., 6245 Santa Monica Blvd., Hollywood 38, Calif. Adv. Exec.: Syd Green. Agency: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Sherman Slade.

B. & L. POPCORN Co., Van Buren, Ind., popcorn. Adv. Exec.: Gerald Lee. Agency: Ross Adv., Fort Wayne. Acct. Exec.: S. A. Ross.

BMC MANUFACTURING Corp., 5-8 Griswold, Binghamton, N. Y., juvenile wheel goods, children's tractors, auto wagons and attachments and wrenches. Adv. Exec.: J. Donald Scully. Agency: Riger & Sheehy, Binghamton. Acct. Exec.: Fred Riger.

THE B. V. D. Co. Inc., Empire State Bldg., New York 1, B. V. D. underwear, swim suits, pajamas and sport shirts. Agency: Doyle Dane Bernbach Inc., New York.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

B. T. BABBITT Inc., 386 Fourth Ave., New York, cleansers. Adv. Exec.: Robert Brenner. Agencies: Kenyon & Eckhardt Inc., N. Y.; Wm. H. Weintraub & Co. Inc., N. Y.; J. J. Gallagher, Montreal, Canada; Gotham Adv. Co., N. Y.

B. W. B. FOODS, Mexico, N. Y., beans. Adv. Exec.: Richard G. Whitney. Agency: Fellows Adv. Syracuse.

BACHE & Co., 36 Wall, New York 5, investment bankers. Adv. Exec.: Henry Gellermann. Agency: Albert Frank-Guenther Law, New York.

BACHMAN BAKERIES Inc., 2501 Kutztown Rd., Reading, Pa., pretzels. Adv. Exec.: W. Raymond McGonigle. Agency: Aitkin-Kynett Co., Philadelphia.

BACONETTE PRODUCTS Co., 1925 Glendale Blvd., L. A., bacon flavoring for cooking. Adv. Exec.: H. Lund. Agency: The Jordan Co., L. A. Acct. Exec.: George Stellman.

MRS. BAIRD'S BAKERIES Inc., 1401 N. Carroll St., Dallas, bread. Adv. Exec.: Roland W. Baird. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Morris Hite.

BAKER BOY BAKERIES Inc., 1234 S. Lorena, Los Angeles, cake. Adv. Exec.: Milton Katz. Agency: The Mayers Co., L. A. Acct. Exec.: James P. Shelley.

BALIAN ICE CREAM Co., Inc., 9532 State Street, South Gate, California. Frozen Dairy Products. Adv. Exec: Willard D. Bretz. Agency: The Tullis Co., Hollywood. Acct. Exec.: Howard Tullis.

P. BALLANTINE & SONS, 57 Freeman, Newark, ales, beer, porter, stout. Adv. Exec.: Henry Gorski. Agency: J. Walter Thompson Co., N. Y. Acct. Execs.: Walter R. Hine & Kelsey Denton.

BANK OF AMERICA, NATIONAL SAVINGS & TRUST Assn., 300 Montgomery, San Francisco. Adv. Exec.: L. E. Townsend. Agency: Chas. R. Stuart Adv., San Francisco. Acct. Exec.: Charles P. Johnson.

BANKERS LIFE & CASUALTY Co., Lawrence and Kenneth, Chicago 30, Ill. Adv. Exec.: Charles Balfanz. TV Adv. Exec.: Maurice Polakow.

THE BAR MART Inc., 62 W. 45th, New York, bars, bar furniture, novelties, glasswares, games & cellarettes. Adv. Exec.: Lillian Ganger.

THE BARBASOL Co., 846 N. Senate Ave., Indianapolis 7, Ind., Barbasol shaving cream, Narz lotion deodorant and Fore 'n Aft shaving lotion. Agency: Erwin Wasey & Co., N.Y. Acct. Exec.: G. E. Wasey.

BARBIZON Corp., 475 5th Ave., N.Y., ladies underwear. Adv. Exec.: Wynne McGovern. Agency: Ruthrauff & Ryan Inc., N. Y.

BARCALO MANUFACTURING Co., 225 Louisiana, Buffalo, pillows, mattresses, springs, gliders, reclining chairs, upholstered furniture & merchanics' hand tools. Adv. Exec.: Jean Hoefner. Agency: BBDO, Buffalo.

BARNEY'S CLOTHES Inc., 106 Seventh Ave., N. Y. 11, men's and boy's clothing. Adv. Exec.: Fred Pressman. Agency: Emil Mogul Co., N. Y. Acct. Exec.: Milton Guttenplan.

BARQ BOTTLING Co., 520 E. 5th, Cincinnati, root beer. Adv. Exec.: Ira J. Simmons. Agency: S. C. Baer Co., Cincinnati. Acct. Exec.: Thos. H. Birch.

LUDWIG BAUMANN, 35th St. & 8th Ave., N. Y., furniture, clothing, etc. Adv. Exec.: H. Presser.

BAVARIAN BREWING Co., 528 W. 12th, Covington, Ky., beer. Adv. Exec.: William R. Schott. Agency: Ralph H. Jones Co., Cincinnati.

THE BAYER COMPANY DIVISION OF STERLING DRUG Inc., 1450 Broadway, N. Y. Bayer Aspirin. Adv. Exec.: Harvey M. Manss. Agency: Dancer-Fitzgerald-Sample, N. Y.

BEACON GREETING CARD Co., 323 Washington, Newark 2, N. J. Mail order cards. Adv. Exec.: I. Eisenberg. Agency: Advertising & Printing Assoc., Newark.

BEAUTY PRODUCTS Ltd., 450 Lincoln, Denver 9, Col., Noreen Super Color Rinse, Noreen Super Satin Creme Shampoo and Noreen Color Applicator. Agency: Bradley Lane Adv. Agency, Denver. Acct. Exec.: Bradley Lane.

BEECH-NUT PACKING Co., Canajoharie, N. Y., coffee, strained foods, junior foods, peanut butter and gum. Adv. Exec.: Ralph Foote. Agency: Kenyon & Eckhardt Inc., N. Y. Acct. Exec.: Geo. MacGregor.

PAUL F. BEICH Co., Bloomington, Ill., candies. Adv. Exec.: Harold E. Walsh. Agency: Biddle Co., Bloomington.

BELDING-CORTICELLI, 119 W. 40th, N. Y. 18, fabrics, lingerie, threads, sewing kits. Adv. Exec.: A. Gross Jr. Agency: Alfred J. Silberstein-Bert Goldsmith Inc., N. Y.

BELL BRANDS FOODS Ltd., 2555 Chambers, L. A., potato chips, peanut butter, frenchies, shoe string potatoes. Adv. Exec.: J. P. Hickey. Agency: McCann-Erickson Inc., L. A. Acct. Exec.: William Lee.

BELL & HOWELL Co., 7100 McCormick Road, Chicago 45, Bell & Howell, Filmosound and Eyemo motion picture equipment, 35 mm. slide projectors and Foton 35 mm. still camera. Adv. Exec.: Margaret Ostrom. Agency: McCann-Erickson Inc., Chicago. Acct. Exec.: Roland Cramer.

BELMONT RADIO Corp., 5921 W. Dickens Ave., Chicago, radio receivers. Adv. Exec.: Allen Henry. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: K. W. Sickinger.

BELTONE HEARING AID Co., 1450 West 19th, Chicago 8, Beltone Monopac hearing aids. Adv. Exec.: David H. Barnow. Agency: Ruthrauff & Ryan Inc., Chicago. Acct. Exec.: Henry Flarsheim.

BEN-HUR MFG. Co., 634 E. Keefe Ave., Milwaukee, farm & home freezers. Adv. Exec.: A. B. Bechaud. Agency: Morrison Adv. Agency Inc., Milwaukee.

E. H. BENDIKSEN Co., South Bend, Wash., canned oysters. Adv. Exec.: Geo. D. Esveldt. Agency: Botsford, Constantine & Gardner, Seattle. Acct. Exec.: J. P. Heverly.

BENDIX HOME APPLIANCES, Div. Avco Mfg. Corp., 3300 W. Sample, So. Bend, Ind., home laundry. Adv. Exec.: Frank S. Ryan. Agency: Tatham-Laird Inc., Chicago.

BENJAMIN FRANKLIN HOTEL Co., Chestnut and Ninth, Philadelphia 5. Adv. Exec.: Ralph W. Temple. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

BENRUS WATCH Co., 200 Hudson, New York 13, Benrus watches. Adv. Exec.: Harvey M. Bond. Agency: J. D. Tarcher & Co., New York. Acct. Exec.: Leonard Tarcher.

BENSON & HEDGES, 600 Fifth Avenue, New York 20, N. Y. Parliament Cigarettes. Adv. Exec.: Carl V. Schuchard. Agency: Benton & Bowles, N. Y. Acct. Exec.: Crawford Blagden.

BERGHOFF BREWING Corp., 1025 Grant Ave., Fort Wayne, Ind., beer. Adv. Exec.: F. B. Evans, Jr. Agency: Geo. H. Hartman Co., Chicago. Acct. Exec.: Geo. H. Hartman.

BERKE BROS. DISTILLERIES Inc., 1010 Mass. Ave., Boston, rum, gins, cordials, brandies, nectar and whiskies. Adv. Exec.: E. S. Berkowitz. Agency: The Reingold Co. Inc., Boston. Acct. Exec.: Harold Reingold.

BERLIN CHAPMAN Co., 242 S. Pearl, Berlin, Wis., food processing equipment, bleachers and playground equipment. Agency: R. C. Breth Inc., Green Bay, Wis. Acct. Exec.: R. C. Breth.

THE BEST FOODS Inc., 1 E. 43rd St., N. Y., margarine, mayonnaise, mustard, french dressing, relish spread, tartar sauce, pickles, cereals, cake flour, shoe polish, tints and dyes. Adv. Exec.: A. Brown. Agencies: Benton & Bowles Inc., N. Y.; Earle Ludgin & Co., Chicago; Young & Rubicam Ltd., Toronto, Canada; Foreign Adv. & Service Bureau Inc., N. Y. Acct. Exec.: Harry Palmer.

BETTAR ICE CREAM Co., 45 S. Catherine, Baltimore, ice cream and choc. syrup & powder. Adv. Exec.: Elsie B. Carliner. Agency: Frank L. Blumberg Adv., Baltimore.

BETTY CO-ED OF HOLLYWOOD (Div. of Garfield Enterprises Inc.), 1573 W. Washington, L. A. 7, mailorder juniors, misses and women's apparel. Agency: Milton Weinberg Adv. L. A. Acct. Exec.: Harry Gamson.

THE BIB Corp., Bartow Rd., Lakeland, Fla., orange juice. Adv. Exec.: W. Paul Lee. Agency: Blaine-Thompson Co., N. Y. Acct. Exec.: Albert Lesser.

BIGELOW-SANFORD CARPET Co. Inc., 140 Madison Ave., N. Y., carpets, rugs & linings. Adv. Exec.: R. Richard Carlier. Agency: Young & Rubicam Inc., N. Y.

BISCEGLIA BROS., Wines Corp., 4760 30th, Long Island City, N. Y., wines. Adv. Exec.: Bruno Bisceglia. Agency: St. Georges & Keyes Inc., N. Y. Acct. Exec.: Stanley J. Keyes.

BISHOP & Co. Inc., 1366 E. 7th, L. A., candy bars. Adv. Exec.: C. O. Matheis. Agency: Franklin Bruck Adv. Corp., N. Y.

BLACKTON-FIFTH AVENUE Ltd., 398 Fifth Ave., N. Y. 18, corsets, lingerie and hosiery. Adv. Exec.: Louis A. Blackton. Direct.

BLATZ BREWING COMPANY, 1120 North Broadway, Milwaukee 1, Wisconsin. Blatz Beer. Adv. Exec.: Val A. Schmitz. Agencies: William H. Weintraub Co., N. Y. Acct. Exec.: Charles Higgins. Kastor, Farrell, Chesley, & Clifford Inc., N. Y. Acct. Exec.: W. S. Chesley, Jr.

BLOCK DRUG Co. Inc., 257 Cornelison Ave., Jersey City, N. J., Adv. Exec., George J. Abrams. Polident, Poli-Grip, Amm-i-dent tooth powder and paste, and Pycope tooth brushes—Cecil & Presbrey Inc., N. Y. Acct. Exec.: S. Dalsimer. Poloris, Polident, Pycope and Amm-i-dent tooth powder and tooth paste, Dentu creme and Wernet's powder—Noyes & Sproul Inc., N. Y. Allenru, Poslam, Omega Oil, Dentu Grip, Kotalko and Stera-Kleen denture cleanser, and Posloid—Dowd, Redfield & Johnstone Inc., N. Y. Acct. Exec.: E. Johnstone. Alkaid, Minipoo and Poloris tablets—Joseph Katz Co.,

THE WILLIAM H. BLOCK Co., 50 N. Illinois, Indianapolis 9, Ind., women's specialties. Agency: The Albert Woodley Co., N. Y.

BLUE DEW Corp., 1392 Niagara St., Buffalo, bluing products. Adv. Exec.: Frank Genco. Agency: Bowman & Block Inc., Buffalo.

B. BLUMENTHAL & Co., 1372 Broadway, N. Y. 18, La Mode and Le Chic buttons. Adv. Exec.: Midge Wilson. Agency: Grey Adv., N. Y. Acct. Exec.: Leroy A. Black.

BLUMENTHAL BROTHERS, Margaret & James Sts., Philadelphia, packaged confections, etc. Adv. Exec.: Samuel K. Blumenthal. Agency: Lavenson Bureau of Adv., Phila. Acct. Execs.: H. A. Egbert & James H. Lavenson.

BOHEMIAN DISTRIBUTING Co., 2254 E. 49th, L. A., wines, liqueurs, cordials & beer. Adv. Exec.: Paul Taranto. Agencies: Foote, Cone & Belding, L. A. Acct. Exec.: Sherman Slade. Davis & Co., L. A.

BONAFIDE MILLS Inc., 295 Fifth Ave., N. Y., floor coverings. Adv. Exec.: A. Spector. Agencies: Gibraltar Adv., N. Y.; H. W. Fairfax Adv., N. Y. Acct. Exec.: Stanley I. Fishel.

BONNEE FROZEN FOODS Co., 8144 Olive, St. Louis, buttered beef steaks. Adv. Exec.: L. John Lewis. Agency: Oakleigh R. French & Associates, St. Louis.

BONOIL PACKING Corp., 4006 Second Ave., Brooklyn, olive oil. Adv. Exec.: Wm. Crisafulli. Agency: Hilton & Riggio Inc., N. Y.

THE BOOK HOUSE FOR CHILDREN, 360 No. Michigan Ave., Chicago 1, Ill. Childrens' Publications. Adv. Exec.: F. LeRoy Hess. Agency: Presba-Fellers-Presba, Chicago. Acct. Exec.: W. B. Presba.

BOOTH BOTTLING Co. Inc., 637 W. Rockland, Philadelphia, "Booths" beverages. Adv. Exec.: I. V. Lowenstein. Agency: Harry Feigenbaum Adv., Phila.

THE BORDEN Co., 350 Madison Ave., N. Y. Adv. Exec.: Stuart Peabody. Fluid Milk & Ice Cream. Adv. Exec.: T. B. Niles. Grocery Products. Adv. Exec.: R. K. Van Nostrand. Cheese. Adv. Exec.: W. A. Foster. Special Products. Adv. Exec.: L. J. Kraft. Casein, Adhesives, Modling Compounds, Casco Glues & Durite. Adv. Exec.: T. J. Dee. Prescription Products. Adv. Exec.: Ted. Miller. Export Sales. Adv. Exec.: Edward Cruger. Agencies: Young & Rubicam, N. Y.; Duane Jones Co. N. Y.; Young & Rubicam, Chicago; Young & Rubicam, Detroit. Acct. Exec.: Jerome Darrow; Young & Rubicam, San Francisco. Acct. Exec.: Winton Smith; Young & Rubicam, Toronto, Canada. Acct. Exec.: John Ketter; Doherty, Clifford & Shenfield, N. Y.; Picard Adv. Co., N. Y. Acct. Exec.: John H. North; Cortez F. Enloe, N. Y.; James Thomas Chirurg Co., N. Y.

BORG-ERICKSON Corp., 469 E. Ohio, Chicago, bathroom scales. Adv. Exec.: J. M. Zapoleon. Agency: Wallace-Ferry-Hanly Co., Chicago.

BOSTWICK LABORATORIES Inc., 706 Bostwick Ave., Bridgeport, Conn., plastic spray, insect killer, air refresher, auto & household wax, aluminum spray paint, spot remover & fire extinguisher. Adv. Exec.: J. Schenber. Agency: Grey Adv., N. Y.

BOURJOIS, Inc., & BARBARA GOULD, Inc., 35 W. 34th St., New York 1, N. Y. Evening in Paris, Mais Oui, Beau Belle, Endearing Perfumes. Barbara Gould Products. Adv. Exec.; Richard Lockman. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: B. David Kaplan.

BOVRIL OF AMERICA Inc., 350 5th Ave., New York, "Bovril." Adv. Exec.: Gene Reilly. Agency: Victor A. Bennett Co. Inc., N. Y. Acct. Exec.: Victor Bennett.

BOWERY SAVINGS BANK, 110 East 42nd, N. Y. 17, bank service. Agency: Edwin Bird Wilson, N. Y. Acct. Exec.: J. C. Madden.

BOWMAN GUM Inc., 4865 Stenton Ave., Philadelphia, bubble gum. Adv. Exec.: William S. Savage. Agencies. Franklin Bruck Adv. Corp., New York. George Moll Adv. Inc., Phila.

BRAMHALL Co., 1210 E. Green, Pasadena 1, Calif., Unmask cosmetics. Adv. Exec.: Dan W. Layman Jr. Agency: R. W. Webster Adv., L. A., Acct. Exec.: R. W. Webster.

BREAKSTONE BROS. Inc., 45 Hubert, N. Y. dairy products. Adv. Exec.: L. M. Becker. Agencies: McKee & Albright, Philadelphia. Acct. Exec.: J. C. Gallagher. H. C. Morris & Co., N. Y. Acct. Exec.: H. C. Morris.

BRECHT & RICHTER Co., 200 N. 2nd, Minneapolis, food products and beverage base. Adv. Exec.: L. E. Richter. Agency: Olmstead & Foley Adv. Minneapolis. Acct. Exec.: Robert B. Pile.

JOHN H. BRECK, Inc., 115 Dwight Street, Springfield 3, Mass. Breck Hair & Scalp Preparations. Adv. Exec.: Edward J. Breck. Agency: Charles Sheldon Agency, Springfield. Acct. Exec.: Charles Sheldon.

JOS. BRECK & SON Corp., 401 Summer, Boston, seeds & horticultural mdse., housewares & giftwares. Adv. Exec.: Walter Masson. Agency: Bresnick & Co., Boston. Acct. Exec.: Frank Gardner.

BREWING CORP OF AMERICA, 9400 Quincy Ave., Cleveland, ale & beer. Adv. Exec.: P. G. Byrnes. Agencies: Benton & Bowles Inc., N. Y.; Lang, Fisher & Stashower Inc., Cleveland.

BREYER ICE CREAM Co., 43 & Woodland Ave., Philadelphia, ice cream. Adv. Exec.: William J. Shaw. Agency: McKee & Albright Inc., Phila.

CHAS. D. BRIDDELL Inc., Crisfield, Md., cutlery, handtools & seafood handling tools. Adv. Exec.: E. Layton Riggin. Agency: Van Sant, Dugdale & Co. Inc., Baltimore. Acct. Exec.: D. J. Loden.

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BRIDGEPORT LUGGAGE Inc., 54 W. 4th, Bridgeport, Pa., luggage. Agency: Solis S. Cantor Adv. Agency, Philadelphia. Acct. Exec.: Solis S. Cantor.

BRILL Co. Inc., 375-381 Verona Ave., Newark, spaghetti sauces & spaghetti dinner. Adv. Exec.: Harry C. Brill, Jr. Agency: Tracy, Kent & Co., New York. Acct. Exec.: Wm. I. Tracy.

BRISTOL-MYERS Co., 630 Fifth Ave., N. Y. 20, Ipana tooth paste, Ingram shaving cream, Ingram improved cream, Mum, Sal Hepatica, Benex brushless shaving cream, Minit-Rub, Vitalis, Trushay hand lotion, D. D. tooth brushes, Bufferin, Ingram's Ammonium Ion tooth powder, Ammen antiseptic powder and Resistab. Sal Hepatica, Benex, Ingram's shaving cream, Resistab and Vitalis—Adv. Exec.: W. T. Drew. Ammen powder, Trushay, Mum and Bufferin—Adv. Exec.: R. C. Whitman. Ipana tooth paste, Ingram's Ammonium tooth powder and Minit-Rub—Adv. Exec.: Walter P. Lantz. Ipana tooth paste, Vitalis, Ingram's shaving cream, Benex brushless shave, Mum and D. D. tooth brushes—Doherty, Clifford & Shenfield Inc., N. Y. Acct. Execs. Joel Jacobs and Harry Ireland. Trushay hand lotion, Sal Hepatica. Minit-Rub, Ingram's Ammonium Ion tooth powder and Bufferin—Young & Rubicam Inc., N. Y. Acct. Exec.: J. E. Grimm Jr. Resistab—Kenyon & Eckhardt Inc., N. Y.

THE BRITISH-AMERICAN OIL Co. Ltd., Royal Bank Bldg., Toronto 1, Canada, oil, gasoline, lubricants, fuel oil and asphalts. Agency: James Lovick & Co. Ltd., Toronto. Acct. Exec.: J. G. Rowland.

B. J. BROCK & Co. Inc., 4513 W. 153, Lawndale, L. A. dinnerware & accessories. Adv. Exec.: Eileen B. Hopkins. Agency: J. M. Straus, L. A.

BROCK CANDY Co., Chattanooga, Tenn., candy bar. Adv. Exec.: A. K. Jordan. Agency: Liller, Neal & Battle Adv., Atlanta. Acct. Exec.: W. W. Neal.

BROCK & Co. Inc., 420 E. Erie Ave., Philadelphia, frozen french fried potatoes. Adv. Exec.: Walter E. Buechele. Agency: Richard A. Foley Adv., Phila. Acct. Exec.: James L. Tabor.

ARTHUR BROWN & BRO. Inc., 2 W. 46th, New York, artists & drafting supplies & materials. Adv. Exec.: William Einhorn. Agency: Reiss Adv., N. Y.

JIM BROWN STORES Inc., 6560 Juniata Ave., Cleveland. Adv. Exec.: E. G. Pettee.

BROWN & WILLIAMSON TOBACCO Corp., 1600 W. Hill, Louisville, Ky., cigarettes, smoking tobacco and plug tobacco. Adv. Exec.: Wm. S. Cutchins. Agencies: Russell M. Seeds Co., Chicago. Acct. Exec.: Freeman Keyes. Ted Bates & Co., New York. Acct. Exec.: Thomas Harrington.

E. L. BRUCE Co., Box 397, Memphis 1. Tenn. Bruce Cleaner, Cleaning Wax, Doozit, Asphalt Tile Cleaner. Adv. Exec.: Harvey Creech. Agency: Christiansen Adv., Chicago. Acct. Exec.: H. E. Christiansen.

BUCKEYE BREWING Co., 1501 Michigan, Toledo, Ohio, beer. Adv. Exec.: Clarence Heuerman. Agency: W. B. Doner & Co., Detroit.

BUCKEYE POTATO CHIP Co., 2687 E. 5th, Columbus, Ohio, potato chips, pretzels, shoestring potatoes. Adv. Exec.: Fred Klein. Agency: Byer & Bowman, Columbus. Acct. Exec.: R. W. Testament.

BUDGET PACK Inc., 3140 E. Pico Blvd., Los Angeles, beans, rice, dried fruit, candy, macaroni, spices and desserts. Adv. Exec.: Martin Gordon. Agency: Ted H. Factor Agency, L. A.

BUICK MOTOR CAR Div., General Motors Corp., Hamilton Ave., Flint 2, Mich., automobiles. Agency: Kudner Agency, N. Y. Acct. Exec.: Martin Rice.

BULLSEYE Corp., 150 Amity Road, New Haven 15, Conn., Plasticote car polish. Agency: Turner, Leach & Co. Inc., N. Y.

BULOVA WATCH Co. Inc., 630 Fifth Ave., N. Y., watches. Adv. Exec.: Raymond F. Warren. Agency: Biow Co., N. Y. Acct. Exec.: C. Terence Clyne.

BUNNY BEAR Inc., 210 Broadway, Everett 49, Mass., Bunny Bear products, crib mattresses, auto beds, seats and other nursery necessities. Adv. Exec.: Frank Greeley. Agency: Silton Bros., Boston. Acct. Exec.: Jason Silton.

BUNTE BROTHERS, 3301 Franklin Blvd., Chicago, confectionery. Adv. Exec.: H. F. Oblander. Agencies: Presba, Fellers & Presba Inc., Chicago. Schoenfeld, Huber & Greens, Chicago. Acct. Exec.: Merritt R. Schoenfeld.

BURGER BREWING Co., Liberty at Central Pkwy., Cincinnati, beer & ale. Adv. Exec.: J. F. Koons. Agency: Midland Adv., Cinn. Acct. Exec.: Byron Fischer.

BURGESS VIBROCRAFTERS Inc., 180 N. Wabash Ave., Chicago, vibro-sprayers, vibro-graver, electric jigsaw. Adv. Exec.: Carl Sorensen. Agency: Kencliffe, Breslich & Co., Chicago. Acct. Exec.: Herman Breslich.

T. W. BURLESON & SON, 224 N. Rogers, Waxahachie, Texas, honey. Adv. Exec.: T. E. Burleson. Agency: Rogers & Smith, Dallas. Acct. Exec.: Randall E. Brooks.

BURLINGTON BREWING Co., 425 McHenry St., Burlington, Wisc., beer. Adv. Exec.: Bob Jackson.

BURROWES Corp., 70 Free, Portland 3, Me., screens, combination storm sash, pool and card tables, juvenile desks and furniture novelties. Adv. Exec.: M. M. Citrin. Agency: Badger, Browning & Parcher, Boston. Acct. Execs.: Clifford E. Parcher and Willam B. Lowther.

BU-TAY PRODUCTS Ltd., 5832 S. Garfield, L. A., water conditioner & bluing. Adv. Exec.: R. J. Buchanan. Agency: Glasser-Gailey Inc., L. A.

BUXTON Inc., 93 Orleans, Springfield 1, Mass., Bill-Tainers, Kay-Tainers, Stitchless billfolds and Card-Tainers, and Lady Buxton accessories for women. Adv. Exec.: Robert H. Chapman. Agency: J. Walter Thompson, N. Y. Acct. Exec.: Samuel Dodds.

C

C-O-TWO FIRE EQUIPMENT Co., U. S. Highway, Newark, fire protection equipment, etc. Adv. Exec.: Herbert W. Hass. Agency: G. M. Basford Co., N. Y.

CALATINA CITRUS Co. Inc., 370 Commonwealth Ave., Boston, orange, lemon & lime juices. Adv. Exec.: Jack Meyers. Agency: Harry M. Frost Adv., Boston. Acct. Exec.: Ray McLaughlin.

CALAVO GROWERS OF CALIF., 4833 Everett Ave., L. A., avocados. Adv. Exec.: A. J. Schrepfer. Agency: The Perrett Co., L. A.

CALIFORNIA FRUIT BREAD Inc., 672 S. Lafayette Park Place, L. A., fruit bread. Adv. Exec.: W. Donald Dunkle. Agency: American Business Counselors, L. A.

CALIFORNIA FRUIT GROWERS EXCHANGE, Products Dept., 616 E. Grove, Ontario, Calif., citrus fruits, frozen fruit juices, lemon oil, orange oil, etc. Adv. Exec.: M. L. Chapman. Agency: Foote, Cone & Belding, L. A. Acct. Exec.: Nelson Carter.

CALIFORNIA FRUIT GROWERS EXCHANGE, 707 W. Fifth, L. A., oranges, lemons & grapefruit. Adv. Exec.: Russell Z. Eller. Agencies: Foote, Cone & Belding, L. A. Acct. Exec.: Nelson Carter. Spitzer & Mills Ltd., Toronto, Canada.

THE CALIFORNIA OIL Co., Barber, N. J., gasoline. Adv. Exec.: M. F. Barry. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CALIFORNIA PACKING Corp., 215 Fremont, San Francisco, canned fruits & vegetables, dried fruit, canned fish, coffee, etc. Adv. Exec.: W. P. Rogers. Agency: McCann-Erickson Inc., S. F. Acct. Exec.: F. H. McCrea.

CALIFORNIA PET FOODS Co., 204 Broadway, Sacramento, dog & cat food. Adv. Exec.: Allan D. Lynn. Agency: Chapin-Damm, Sacramento.

CALIFORNIA PRUNE & APRICOT GROWER'S Assn., Market & San Antonio, San Jose, Calif., prunes & apricots. Adv. Exec.: E. N. Thayer. Agency: Long Adv. Service, San Jose. Acct. Exec.: Alvin Long.

CALIFORNIA WALNUT GROWERS Assn., 1745 E. 7th, L. A., walnuts. Adv. Exec.: C. F. Meals. Agency: McCann-Erickson Inc., S. F. Acct. Exec.: Roswell Cochran.

CALSO WATER Co., 333 12th St., San Francisco, water. Adv. Exec.: J. G. Knapp. Agency: Honig-Cooper, S. F. Acct. Exec.: Heber Smith.

CAMEO CURTAINS Inc., 258 5th Ave., N. Y., curtains & drapes. Adv. Exec.: Irv. Zuckerman. Agency: Philbin, Brandon & Sargent, N. Y. Acct. Exec.: E. Philbin.

WM. A. CAMP Co. Inc., 100 Hudson Street, N. Y. 13, N. Y. Packaged nuts & imported canned fish. Adv. Exec.: J. T. McGuire. Agency: Bass & Co., N. Y. Acct. Exec.: M. Bass.

CAMPANA SALES Co., Batavia, Ill., beauty preparations. Adv. Exec.: Richard M. Crull. Agencies: Wallace-Ferry-Hanly Co., Chicago. Acct. Execs.: T. Wallace & Lester H. Ploetz. Morey, Humm & Johnstone Inc., New York. H. W. Kastor & Sons, Chicago. Acct. Exec.: Herman Kastor. Cockfield, Brown & Co. Ltd., Montreal, Canada.

CAMPBELL CEREAL Company, 1212 Foshay Tower, Minneapolis 2, Minnesota, Malt-O-Meal. Adv. Exec.: Rosalie K. Kretchmer. Agency: Campbell-Mithun, Inc., Minneapolis. Acct. Exec.: Art Lund.

CAMPBELL SOUP Co., 100 Market Street, Camden, N. J., soups, ketchup, vegetable juices & beans. Adv. Exec.: R. M. Budd. Agencies: Ward Wheelock Co., Camden. Dancer-Fitzgerald-Sample, N. Y. Compton Adv. Inc., N. Y.

CANADA DRY GINGER ALE Inc., 100 Park Ave., N. Y., ginger ale, sparkling water, Tom Collins mixer, fountain syrups; scotch, whiskeys, brandies, sherries & rum. Adv. Exec.: W. S. Brown. Agencies: J. M. Mathes Inc., N. Y. Acct. Exec.: William T. Okie. MacLaren Adv. Co. Ltd., Toronto, Canada.

CANANDAIGUA INDUSTRIES Co. Inc., 100 Buffalo, Canandaigua, N. Y., wines. Adv. Exec.: Robert Meeman. Agency: Ed Wolff & Associates, Rochester.

CANADIAN ACE BREWING Co., 3901 S. Emerald, Chicago, beer & ale. Adv. Exec.: A. Levrant. Agency: Louis Weitzman Agency, Los Angeles. Acct. Exec.: Louis Weitzman.

CANNON MILLS Inc., 70 Worth, N. Y., towels, sheets, pillow cases & hosiery. Adv. Exec.: George Beyer, Jr. Agencies: N. W. Ayer & Son Inc., N. Y. Acct. Exec.: Robert Lausdon. Young & Rubicam Inc., N. Y. Acct. Exec.: Raymond Browne.

CANOGA FARM, 17555 Ventura Blvd., Encino, Calif., dried & glaced fruits & preserves. Adv. Exec.: R. S. Norswing. Agency: Mogge-Privett Inc., L. A. Acct. Exec.: Snowden Hunt, Jr.

CAPITAL AIRLINES, Washington National Airport, Washington, D. C., passenger, mail & express air service. Adv. Exec.: James W. Austin. Agency: Lewis Edwin Ryan Inc., Washington, D. C. Acct. Exec.: Robt. Cory.

THE CAPITAL CITY PRODUCTS Co., 525 W. 1st Ave., Columbus, Ohio, margarine. Adv. Exec.: Harry Patzer. Agency: R. W. Knopf & Co., Columbus. Acct. Exec.: R. W. Knopf.

CARBOLA CHEMICAL Company, Inc., Natural Bridge, N. Y., insecticides & paints. Adv. Exec.: H. T. Koenig. Agency: The Armand S. Weill Co., Inc., Buffalo. Acct. Exec.: Robert K. Weill.

THE CAREY SALT Co., Avenue B, E & Poplar St., Hutchinson, Kansas, salt. Adv. Exec.: Warren K. Rodat. Agency: R. J. Potts-Calkins-Holden, Kansas City, Mo. Acct. Exec.: Gerald Updike.

THE CARLAY Co., Batavia, Ill., vitamin candy reducing plan. Adv. Exec.: R. M. Crull. Agencies: Presba, Fellers & Presba Inc., Chicago. H. W. Kastor & Sons Adv. Co. Inc., Chicago.

CARMO SHOE Mfg. Co., Union, Mo. (Sub. of Wolff-Tober Shoe Mfg. Co.), women's shoes. Adv. Exec.: J. I. Kaplan. Agency: Datche Adv., St. Louis.

CARNATION Co., 5045 Wilshire Blvd., L. A., evaporated milk. Adv. Exec.: Paul H. Willis. Agencies: Erwin, Wasey & Co., L. A. Acct. Execs.: Norman Best, Eric Lifner & Archibald Douglass. Baker Adv. Agency Ltd., Toronto, Canada. Acct. Exec.: W. E. Trimble.

CARRIER Corp., 300 S. Geddes, Syracuse, air conditioning, refrigeration & industrial heating. Adv. Exec.: Leslie M. Beals. Agency: N. W. Ayer & Son Inc., Philadelphia. Acct. Exec.: K. D. Pulcipher.

CARSON PIRIE SCOTT & Co., 1 S. State, Chicago, general merchandise. Adv. Exec.: Munroe Fearing. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: John Willmarth.

CARTER HOTELS OPERATING Corp., 7th Ave. & 31st St., N. Y., hotel services. Adv. Exec.: Shepard Henkin. Agencies: Koehel, Landis, Landan, N. Y. Acct. Exec.: A. Landis. Morris Agency, N. Y. Acct. Exec.: Mr. Morris.

CARTER PRODUCTS Inc., 53 Park Pl., N. Y., deodorant, depilatory lotion, shave lather & shampoo. Adv. Exec.: Allen B. Miller, Jr. Agencies: Ted Bates Inc., N. Y. Sullivan, Stauffer, Colwell & Bayles Inc., N. Y. Cecil & Presbrey Inc., N. Y. Coleman, Prentis & Varley Inc., N. Y.

CASE'S PORK PACK Co. Inc., 644 Washington, Trenton, N. J., pork roll & pork pack. Adv. Exec.: Clifford L. Case. Agency: Weightman Inc., Philadelphia. Acct. Exec.: J. Griffith Rensel.

CASITE DIVISION, HASTINGS MANUFACTURING Company, Hastings, Michigan. Casite, motor oil additive and tune-up. Adv. Exec.: Don H. Collins. Agency: Keeling & Company, Indianapolis, Ind. Acct. Exec.: L. H. Stormont.

CATALINA Inc., 443 S. San Pedro, L. A. 13, Catalina bathing suits and sweaters. Adv. Exec.: Oscar Meinhardt. Agency: David S. Hillman Inc., L. A.

CEDERGREEN FROZEN PACK Corp., P. O. Box 633, Bellingham, Washington, Cedergreen frozen foods. Adv. Exec.: John Walker. Agency: Bozell & Jacobs Inc., Seattle. Acct. Exec.: Ralph S. Combs.

CELANESE CORP. OF AMERICA, 180 Madison Ave., N. Y., textiles, plastics & chemicals. Adv. Exec.: Albert S. Dempewolff. Agency: Ellington & Co. Inc., N. Y.

THE CENTAUR-CALDWELL DIV. OF STERLING DRUG Inc., 1450 Broadway, N. Y., Fletcher's Castoria, baby powder with olive oil, brushless shaving cream, laxative, ironized yeast tablets. Adv. Exec.: R. E. Gray. Agencies: Carl S. Brown Co., N. Y. The Thompson-Koch Co. Inc., N. Y. Acct. Exec.: Carl Baumgartner. Dancer - Fitzgerald - Sample Inc., N. Y. Acct. Exec.: George Tormey.

CENTENNIAL FLOURING MILLS Co., 340 Central Bldg., Seattle 4, Wash., feeds & flour products. Adv. Exec.: W. A. Kaufmann. Agency: Honig-Cooper Co., Seattle.

CENTLIVRE BREWING Corp., 2501 Spy Run Ave., Fort Wayne, Ind., ale & beer. Adv. Exec.: Herman G. Centlivre. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Louis Westheimer.

CENTRAL NATIONAL BANK of CLEVELAND, 123 W. Prospect Ave., Cleveland, banking services. Adv. Exec.: Robert J. Izant. Agency: Fuller & Smith & Ross Inc., Cleveland. Acct. Exec.: W. W. Priesmeyer.

CHAMPION SPARK PLUG Co., 900 Upton Ave., Toledo, Ohio, spark plugs. Adv. Exec.: J. F. Lewis, Jr.

CHARLES OF THE RITZ DISTRIBUTORS Corp., 11 E. 58th St., N. Y., cosmetics & salons. Adv. Exec.: Mrs. Sherrill Milton. Agencies: Peck Adv. Agency Inc., N. Y.; Kelly Nason Inc., N. Y.

THE CHESAPEAKE & POTOMAC TELEPHONE Cos., 725 Thirteenth, N. W. Washington, D. C., telephone service. Adv. Exec.: William J. McManus. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: T. Beverly Keim.

CHESEBROUGH MFG. CO. CONS'D, 17 State, N. Y., vaseline products. Adv. Exec.: B. L. Emery. Agencies: McCann-Erickson Inc., N. Y.; J. Walter Thompson Co., N. Y.; Cayton Inc., N. Y.; Cockfield, Brown & Co. Ltd., Montreal, Canada; Noyes & Sproul Inc., N. Y.

CHEVROLET MOTOR DIV. General Motors Corp., General Motors Bldg., Detroit, cars & trucks. Adv. Exec.: W. G. Power. Agency: Campbell-Ewald Co. Inc., Detroit. Acct. Exec.: H. G. Little.

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD Company, 798 Union Station Building, Chicago 6, transportation (both passenger and freight). Adv. Exec.: C. C. Dilley. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: J. V. Gilmour.

CHICAGO ROLLER SKATE Co., 4446-4458 W. Lake, Chicago, roller skates & wheels. Adv. Exec.: Robert R. Ware. Agency: C. J. Ollendorf Adv., Chicago.

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CHICAGO TRIBUNE, 435 N. Michigan Ave., Chicago, newspaper. Adv. Exec.: C. E. McKittrick. Agencies: N. W. Ayer & Son, Chicago. Acct. Exec.: Norman Bankart; Burnet-Kuhn Adv., Chicago. Acct. Exec.: Frank Woods.

CHICAGO WESTERN Corp., 4119 W. Grand, Chicago, chicken. Adv. Exec.: Laurence H. Brink. Agency: Phil Gordon Agency, Chicago. Acct. Exec.: Phil Abrams.

CHILDREN'S RECORD GUILD, 27 Thompson, N. Y., children's phonograph records. Agencies: Maxwell Sackheim & Co. Inc., N. Y. Acct. Exec.: Lester Wunderman. Huber Hoge & Sons, N. Y.

CHRISTMAS CLUB, 230 Park Ave., N. Y., service offered to financial institutions. Adv. Exec.: (Mrs.) Rita E. Rawll. Agency: Brooke, Smith, French & Dorrance, N. Y. Acct. Exec.: Harry Pengel.

CHRYSLER Corp. (Airtemp Div.), 1600 Webster, Dayton, heating, air conditioning & commercial refrigeration products. Adv. Exec.: Wm. B. Magill. Agency: Grant Adv. Inc., Detroit. Acct. Exec.: R. W. Zarker.

CHRYSLER SALES DIV., Chrysler Corp., 12,200 E. Jefferson Ave., Detroit, cars. Adv. Exec.: John H. Caron. Agency: McCann-Erickson, Detroit. Acct. Exec.: Paul Holder.

CHUNK-E-NUT PRODUCTS CO. OF PITTSBURGH Inc., 2908 Smallman, Pittsburgh, peanut butter, vacuum packed peanuts & nutmeats. Adv. Exec.: Henry A. Theodore. Agency: C. J. LaRoche & Co. Inc., N. Y.

CINCH PRODUCTS Inc., 4550 W. Colorado Blvd., L. A., cake & corn bread mixes. Adv. Exec.: E. W. Murphy. Agency: Elwood J. Robinson Adv. Agency, L. A. Acct. Exec.: Mel Jensen.

CITATION HAT Co., 2330 W. Cermak Rd., Chicago 8. (Div. Mid-City Uniform Cap Co.), hats. Adv. Exec.: Bernard Bloom. Agency: Jones Frankel Co., Chicago. Acct. Exec.: A. G. Gaines.

CITIES SERVICE, 60 Wall Street, N. Y. Cities Services Gasoline & Oils. Adv. Exec.: Tom De Bow. Agency: Ellington & Co., N. Y. Acct. Exec.: C. L. London.

CITIZENS NATIONAL TRUST & SAVINGS BANK OF LOS ANGELES, 457 S. Spring L. A., banking & trust department services. Adv. Exec.: Harry E. Petersen. Agency: Hixson & Jorgenson Adv. Inc., L. A.

CITY OF ATLANTIC CITY, Convention Hall, Atlantic City, N. J., resort. Adv. Exec.: Mall W. Dodson. Agency: Dorland Ad. Agency: Atlantic City. Acct. Exec.: Edward Wallis.

CITY OF MIAMI, 307 City Hall, Miami, year round resort. Adv. Exec.: Horte Agey. Agency: Bevis & Tyler Inc., Miami.

CLARIDGE FOOD Co. Inc., 41-23 Murray, Flushing, N. Y., canned meats, hamburgers, meat balls & spaghetti sauce, hash, frankfurters & luncheon meat. Adv. Exec.: Eugene Garvin. Agency: Al Paul Lefton Co., New York.

CLARK BROTHERS CHEWING GUM Co., Merchant St., N. S., Pittsburgh, chewing gum. Adv. Exec.: Chas. Clark. Agency: McCann-Erickson, N. Y.

CLEMENTON MILLS Inc., Clementon, N. J., women's hosiery. Adv. Exec.: Manny Lihn. Agency: Abner J. Gelula & Assoc., Philadelphia.

CLEVELAND-SANDUSKY BREWING Corp., 2764 E. 55th, Cleveland, ale & beer. Adv. Exec.: Dorothie E. Schlect. Agency: H. Grider Adv., Cleveland.

CLIMALENE Co., 1022 9th S. W., Canton, Ohio, cleansers. Adv. Exec.: R. H. Marriott. Agency: W. S. Hill Co., Pittsburgh. Acct. Exec.: Allen Heinecke.

CLUB ALUMINUM PRODUCTS Co., 1250 Fullerton Avenue, Chicago 14. Club Aluminum Table Service. Adv. Exec.: C. E. Anderson. Agency: Leo Burnett Co., Inc., Chicago. Acct. Exec.: Owen Smith.

CLUETT, PEABODY & Co., 10 E. 40th, N. Y. 16, Arrow men's wear. Adv. Exec.: G. A. Phillips. Agency: Young & Rubicam, N. Y.

THE COCA-COLA Co., 515 Madison Ave., N. Y., Coca-Cola. Adv. Exec.: Felix W. Coste. Agency: D'Arcy Adv. Co. Inc., N. Y.

COLEMAN'S FASHION SHOP, 151 Tremont, Boston, dresses, coats, suits, fur & accessories. Adv. Exec.: Ruth McLaughlin. Agency: Arnold & Co. Inc., Boston. Acct. Exec.: Arnold Z. Rosoff.

COLGATE-PALMOLIVE-PEET Co., 105 Hudson, Jersey City, N. J., shaving products, tooth paste, denture cleaner, cake & powder soaps, shampoos, deodorants, household cleanser & vaseline products. Adv. Exec.: Robert E. Healy. Agencies: Sherman & Marquette Inc., New York. Acct. Exec.: Wm. Breen. Ted Bates & Co., N. Y. Acct. Execs.: Douglas Morris, R. F. Degen & D. R. Parman. Wm. Esty Co., N. Y. Acct. Execs.: A. E. Hardin, T. C. Butcher & Henry Lowe. Lennen & Mitchell, N. Y. Acct. Exec.: Gordon Cates. Honig-Cooper Co., San Francisco. Street & Finney, N. Y. Grant Adv., N. Y.

COLLEGE INN FOOD PRODUCTS Co., 4301 S. Ashland Ave., Chicago, tomato juice cocktail, boned chicken & chicken a la king. Adv. Exec.: Paul F. Tevis. Agency: Weiss & Geller Inc., Chicago. Acct Exec.: Bernard Gross.

THE COLORADO MILLING & ELEVATOR Co., General Office: 620 Equitable Bldg. Denver 2, Colorado. Omor Flour & Cake Mixes. Adv. Exec.: Forest G. Meyer. Agency: Ed M. Hunter & Co., Denver. Acct. Exec.: Ed M. Hunter.

COLUMBIA DIAMOND RINGS (Div. of Axel Bros. Inc.), 21-10 49th Ave., Long Island City, N. Y., diamond rings. Adv. Exec.: C. Benjamin Axel. Agency: Bayard Adv. Service, New York.

COLUMBIA RECORDS Inc., 1473 Barnum Ave., Bridgeport, Conn., popular records. Adv. Exec.: Albert B. Earl. Agency: McCann-Erickson Inc., New York. Acct. Exec.: Arthur J. Kemp.

COLUMBIA RIVER PACKERS Assn., Ft. Sixth St., Astoria, Ore., canned salmon, tuna & crabmeat. Adv. Exec.: John S. McGowan. Agencies: Botsford, Constantine & Gardner, Portland. Acct. Exec.: M. Manley. Arthur Cohn & Assoc., New York. Acct. Exec.: Arthur Cohn.

COMETTE HOSIERY MILLS, Inc., New Braunfels, Tex., nylons. Adv. Exec.: Glenn Jennings. Agency: Thos. F. Conroy Inc., San Antonio.

CONGOLEUM-NAIRN Inc., 195 Belgrove Drive, Kearny, N. J., linoleum wall & floor coverings. Adv. Exec.: Mark Egan. Agency: McCann-Erickson Inc., N. Y. Acct. Exec.: E. F. Wilson.

CONMAR PRODUCTS Corp., 140 Thomas St., Newark, zippers. Adv. Exec.: Adrian James Flanter. Agency: William H. Weintraub & Co. Inc., N. Y. Acct. Exec.: Jack Kaduson.

CONSOLIDATED CIGAR Corp., 67 W. 44th, N. Y., cigars. Adv. Exec.: S. J. Silberman. Agency: Erwin, Wasey & Co. Inc., N. Y.

CONSOLIDATED COSMETICS Inc., 30 W. Hubbard, Chicago, liquid cream oil, cream soap, hand lotion, shampoo, denture adhesive, deodorant pads, lipstick & hair conditioner. Adv. Exec.: J. L. Younghusband. Agency: Ross Roy-Fogarty Inc., Chicago.

CONSOLIDATED ROYAL CHEMICAL Corp., 657 West Chicago Ave., Chicago 10, Ill. Hypercin, Kolor-Bak, Krank's, Peruna, Mar-O-Oil. Adv. Exec.: Wm. D. Field. Agency: Ruthrauff & Ryan, Inc., Chicago. Acct. Exec.: Rudy Singer, Jr.

CONTINENTAL BAKING Co. Inc., 630 Fifth Ave., N. Y., bread & cake. Adv. Exec.: Lee Mack Marshall. Agency: Ted Bates & Co., N. Y. Acct. Exec.: Walker G. Everett.

CONTINENTAL OIL Co., Ponca City, Okla., gasoline & motor oil. Adv. Exec.: W. A. Morgan. Agency: Geyer, Newell & Ganger, New York. Acct. Exec.: C. A. Brocker.

COOK CHEMICAL Co., 935 N. Wabash, Kansas City, Mo., bug killer. Adv. Exec.: L. E. Juengling. Agency: Philip E. Lindsay Adv. Kansas City. Acct. Exec.: Philip E. Lindsay.

THE O. A. COOPER Co., Humboldt, Nebr., feeds. Adv. Exec.: Guy Cooper, Jr. Agency: Universal Adv. Agency, Omaha. Acct. Exec.: Millard Rosenberg.

COOPER, WELLS & Co., St. Joseph, Mich. (Sub. Miller, Wohl Co., N. Y.) hosiery. Adv. Exec.: Kenneth I. Wallis. Agency: M. E. Recu Adv., Chicago.

THE CORONA MFG. Co., 215 S. Detroit, Kenton, Ohio, ointment. Adv. Exec.: R. M. Phillips. Agency: Rogers & Smith Adv., Chicago. Acct. Exec.: Jack Wentsel.

CORY Corp., 221 N. La Salle, Chicago, glass coffee brewer. Adv. Exec.: N. H. Schlegel. Agency: Dancer-Fitzgerald-Sample, Chicago. Acct. Exec.: E. Detchon.

COTTON PRODUCTS Co. Inc., Opelousas, La., shortening & salad oil. Adv. Exec.: J. P. Doherty. Agency: Wm. G. Teters Adv., Baton Rouge. Acct. Exec.: W. G. Teters.

G. N. COUGHLAN Co., 29 Spring, West Orange, N. J., chimney sweep soot destroyer. Adv. Exec.: C. H. Wulf. Agency: Lewin, Williams & Saylor, Newark. Acct. Exec.: Richard Gulick.

CRAWFORD DOOR Co., 401 St. Jean Ave., Detroit, garage doors & electric operators. Adv. Exec.: G. W. Messer. Agency: Clark & Rickerd Inc., Detroit. Acct. Exec.: John Dow.

CRESCENT CHEMICAL Co., 6817 S. B'way, Los Angeles, "Gre-Sof." Adv. Exec.: H. O. Smith. Agency: Hal Stebbins Co., L. A. Acct. Exec.: Hal Stebbins.

CRESCENT ELECTRIC SUPPLY COMPANY, 765 Iowa St., Dubuque, Iowa. Adv. Exec.: Raymond F. Fessler. Agency: W. D. Lyons Co., Cedar Rapids. Acct. Exec.: R. B. Creswell.

CRIBBEN & SEXTON Co., 700 N. Sacramento Boulevard, Chicago, gas ranges & space heaters. Adv. Exec.: J. J. Brandt. Agency: Christiansen, Chicago. Acct. Exec.: R. Rezek.

CRISTY CHEMICAL Corp., 21 Putnam Lane, Worcester 4, Mass. Cristy Drygas. Adv. Exec.: Quintin Cristy. Agency: Humbert & Jones, N. Y.

CROSLEY DIVISION—AVCO MFG. Corp., 1329 Arlington Street, Cincinnati. Television, radios, shelvador refrigerators & freezers, sinks, food waste disposers, electric ranges, electric water heaters, steel kitchen cabinets. Adv. Exec.: V. C. Havens. Agency: Benton & Bowles, N. Y. Acct. Exec.: Neal Nyland.

CROSS LAKE STEAMSHIP SERVICE, 759 N. Milwaukee, Milwaukee, clipper line. Adv. Exec.: Frank J. Knoblauch. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: George Grabin.

CROWN LUGGAGE CO. INC., 413 W. Redwood St., Baltimore 1, Md. Luggage. Adv. Exec.: Leonard Katz. Agency: Kastor, Farrell, Chesley & Clifford, N. Y. Acct. Exec.: Walter Smith.

THE CUDAHY PACKING COMPANY, Union Stock Yards, Omaha 7, Nebraska. Old Dutch Cleanser & Delrich Margarine. Adv. Exec.: L. G. Tremblay. Agency: Grant Advertising, Inc., Chicago. Acct. Exec.: W. R. Watson.

CULLIGAN ZEOLITE Co., Walter Ave., Northbrook, Ill., water softeners. Adv. Exec.: A. T. Franz. Agency: Frederick, Franz & MacCowan, Chicago. Acct. Exec.: Alex Franz.

CURTICE BROTHERS Co., 155 W. Main, Rochester, ketchup, canned & frozen vegetables & tomato juice cocktail. Adv. Exec.: F. J. Miller. Agency: Chambers & Wiswell., Boston. Acct. Exec.: Geo. C. Wiswell.

CYCLOID Corp., 208 N. Wells, Chicago, sporting goods. Adv. Exec.: R. Olson. Agency: Petesche, Hecht, & O'Connor, Chicago. Acct. Exec.: Robert W. Petesche.

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DAD'S ROOT BEER CO., 2800 N. Talman Ave., Chicago, root beer soda. Adv. Exec.: Sam Goldstein. Agency: Malcolm-Howard Adv. Agency, Chicago. Acct. Exec.: Arthur Holland.

D'ARRIGO BROS. CO., 271 Market Terminal, Boston, broccoli, celery & chefs-salad. Adv. Exec.: Andrew D'Arrigo. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: Robert F. O'Brien.

KAY DAUMIT INC., 105 Husdon, Jersey City, shampoo & hair dressing. Adv. Exec.: I. W. Hoff. Agency: Lennen & Mitchell Inc., New York. Acct. Exec.: Gordon Cates.

A. DAVIS & SONS INC., 225 W. 37th, New York, Keniston Hall & Season Master tweeds. Adv. Exec.: Al Kaplan. Agency: Diamond-Barnett Inc., N. Y.

DAY & NIGHT DIV., Affiliated Gas Equipment Inc., 700 Royal Oaks Dr., Monrovia, Calif., Panelray & water heaters. Adv. Exec.: Gene B. MacFarland. Agency: Hixson-Jorgensen Inc., Los Angeles. Acct. Exec.: Tyler MacDonald.

DAY'S TAILOR-D CLOTHING INC., Tacoma, Wash., men's & boys' work & dress trousers & industrial uniforms. Adv. Exec.: Norman Runions. Agency: Robert Sconce Adv., Tacoma. Acct. Exec.: George Gardner.

DAYTON BREAD CO., 913 S. Patterson Blvd., Dayton, bread. Adv. Exec.: C. F. Spicka. Agency: Advertising-Merchandising Assoc., Dayton.

DAYTONA BEACH CHAMBER OF COMMERCE, Chamber of Commerce Bldg., Daytona Beach, Fla. Adv. Exec.: Ira Bickhart. Agency: Bacon, Hartman & Vollbrecht Inc., St. Augustine. Acct. Exec.: Milton Bacon.

DEARBORN STOVE Co., 619 Mercantile Bank Bldg., Dallas, & 5830 N. Crawford, Chicago, gas space heaters, conversion burners, gas water heaters. Agencies: Rogers & Smith, Dallas & Chicago. Acct. Execs.: Wilson Goss (Dallas). Gar Yates (Chicago).

DE JOURNETTE MFG. CO., 264 Techwood Dr., N. W., Atlanta, dolls, toys & drawing books. Adv. Exec.: M. Delma Sangster.

DEJUR-AMSCO CORP., 45th & Northern Blvd., Long Island City, N. Y., exposure meters, enlargers, cameras & projectors. Adv. Exec.: Edward Bassuk. Agency: Grey Adv. Agency Inc., New York. Acct. Exec.: David L. Rand.

DELAWARE, LACKAWANNA & WESTERN COAL CO., (The Blue Coal Corp.), 120 Broadway, New York. Adv. Exec.: Wm. Englehart, Jr. Agencies: Ruthrauff & Ryan Inc., N. Y. Acct. Exec.: Edward Simons. Vickers & Benson Ltd., Montreal, Canada.

DELAWARE MUSHROOM COOPERATIVE Assn., Lancaster Turnpike, Wilmington, mushrooms. Adv. Exec.: Joseph Agostini. Agency: Weightman Inc., Philadelphia.

DELTA AIR LINES Inc., Municipal Airport, Atlanta, air transportation. Adv. Exec.: J. H. Cobb, Jr. Agency: Burke Dowling Adams Inc., Montclair, N. J.

DELTA POWER TOOL DIV., Rockwell Mfg. Co., 600 E. Vienna Ave., Milwaukee, tools & wood & metal-working machinery. Adv. Exec.: H. Campbell Stuckeman. Agency: Marsteller, Gebhardt & Reed Inc., Chicago.

DE PREE Co., Holland, Mich., deodorant tablets. Adv. Exec.: W. A. Diekema. Agency: Dancer, Fitzgerald & Sample, Chicago. Acct. Exec.: Thomas K. Denton.

DERBY FOODS, Inc., 3327 West 47th Place, Chicago. Peter Pan Peanut Butter. Adv. Exec.: W. C. Mackey. Agency: Needham, Louis & Brorby Inc., Chicago. Acct. Exec.: Wm. Ohle.

DES MOINES REGISTER AND TRIBUNE, Des Moines 4, Ia. Des Moines Sunday Register. Adv. Exec.: Charles J. Feldmann. TV Adv. Exec.: Bert Stolpe.

DESCO SHOE Corp., 21-07 Borden Ave., Long Island City, N. Y., casuals. Adv. Exec.: Fred J. Diamant. Agency: Leon A. Friedman, New York.

DETECTO SCALES INC., 540 Park Avenue, Brooklyn 5, N. Y., scales, hampers, wastebaskets, brush holders. Adv. Exec.: Harold Green. Agency: Jos. Katz Co., N. Y. Acct. Exec.: John Groufein.

THE DETROIT EDISON Co., 2000 Second Ave., Detroit, institutional. Adv. Exec.: Paul L. Penfield. Agency: Campbell-Ewald Co. Inc., Detroit. Acct. Exec.: William Gage, Jr.

THE DETROIT NEWS, 615 W. Lafayette, Detroit, newspaper. Adv. Exec.: Max J. Gerstman. Agency: W. B. Doner Co., Detroit. Acct. Exec.: Felix Hower.

DEVOE & REYNOLDS Co., Inc., 787 First Ave., New York, paints & varnishes. Adv. Exec.: Geo. H. Fitch. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: John Hosch.

DIANA CORSET Co., 1 E. 33rd, New York, girdles. Adv. Exec.: Sam Davis. Agency: Lester Harrison Inc., N. Y.

DIF Corp., South Ave., Garwood, N. J., hand cleaner & washing powder. Adv. Exec.: Robert L. Kaiser. Agency: Birmingham, Castleman & Pierce, New York.

DINA-MITE FOOD CO. of CALIFORNIA, 796 W. Santa Anita Ave., San Gabriel, Calif., breakfast food. Agency: Coleman-Jones, Los Angeles.

DISNEY Inc., Danbury, Conn., men's hats. Adv. Exec.: John B. Beltaire. Agency: Grey Adv. Agency Inc., New York. Acct. Exec.: E. R. Richer.

DIXIE BREWING Co., 2401 Tulane Ave., New Orleans, beer. Adv. Exec.: H. H. Negueloua. Agency: Sewell, Thompson & Caire, New Orleans.

DOBLER BREWING Co., 180 Elm, Albany, beer. Adv. Exec.: Douglas Gordon. Agency: Woodward & Co., Albany. Acct. Exec.: David Fris.

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DR. ELLIS SALES CO., INC., 158 49th Street, Pittsburgh. All Products. Adv. Exec.: J. A. Magnussen. Agency: Smith, Taylor & Jenkins, Pittsburgh. Acct. Exec.: R. P. Taylor.

DR. PEPPER Co., 5523 E. Mockingbird Lane, Dallas, soft drinks. Adv. Exec.: A. H. Caperton. Agency: Ruthrauff & Ryan, Inc., Chicago. Acct. Exec.: H. B. Groseth.

DR. A. POSNER SHOES Inc., 101 W. 31st St., New York, shoes. Adv. Exec.: Edwin E. Bobrow. Agency: Posner-Zabin, N. Y. Acct. Exec.: Jack Posner.

HARRY DOEHLA Co., Fitchburg, Mass., greeting cards. Agency: Schwab & Beatty Inc., New York. Acct. Exec.: James E. Schwenck.

DOESKIN PRODUCTS Inc., 11 W. 42nd, New York, sanitary napkins, facial tissues & dinner napkins. Adv. Exec.: W. O. Bradley. Agencies: Federal Adv. Agency Inc., N. Y. Harry B. Cohen Adv. Co. Inc., N. Y.

DORAY Inc., 2601 N. Broad, Philadelphia, automatic defrosting clock. Adv. Exec.: W. R. Yarnell. Agency: Gray & Rogers, Phila.

DOUBLEDAY & Co., Inc., 575 Madison Ave., New York, books. Adv. Exec.: Jerome S. Hardy. Agency: Franklin Spier Inc., N. Y.

DOUGLAS AIRCRAFT Co. Inc., 3000 Ocean Park Blvd., Santa Monica, military & commercial airplanes, guided missiles, electronic equipment & research. Adv. Exec.: O. B. Marble. Agency: J. Walter Thompson Co., Los Angeles. Acct. Exec.: M. C. Borland.

DOW CORNING Corp., Midland, Mich., eye glass cleaners. Adv. Exec.: L. S. Putnam. Agency: Don Wagnitz Adv., Midland. Acct. Exec.: Don Wagnitz.

DREWRYS, U.S.A., 1408 Elwood Ave., South Bend, Ind., ale & beer. Adv. Exec.: Leslie D. Fairbairn. Agency: Maxon Inc., Detroit. Acct. Exec.: William Laurie.

DULANE Inc., 8550 W. Grand Ave., River Grove, Ill., electrical appliances. Adv. Exec.: Robert J. Flanagan. Agency: Lausen & Solomon, Chicago. Acct. Exec.: Milton H. Sellhorn.

JOHN H. DULANY & SON Inc., Fruitland, Md., frozen canned foods. Adv. Exec.: R. M. Kirk. Agency: Foote, Cone & Belding, New York. Acct. Exec.: Kenath Sponsel.

ALLEN B. DUMONT Labs., 750 Bloomfield Ave., Clifton, N. J., TV receivers & equipment. Adv. Exec.: Doug Day. Agency: Campbell-Ewald Co., New York. Acct. Exec.: Winslow H. Case.

ALFRED DUNHILL OF LONDON, Inc., 660 Fifth Ave., New York, tobaccos, smokers' articles, lighters, cigarette holders, etc. Adv. Exec.: Cy Nussdorf. Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. Acct. Exec.: Milton Goodman.

E. I. du PONT de NEMOURS & Co. Inc., 10th & Market Sts., Wilmington, Del. Adv. Exec.: William A. Hart. TV Adv. Exec.: F. Lyman Dewey. Agency: BBDO, New York. Acct. Exec.: Maurice Collette.

DURATECH MFG. Corp., 198 Main, Tarrytown, N. Y., aluminum sports boats. Adv. Exec.: Roy I. Moss. Agency: Richard & Gunther Inc., N. Y. Acct. Exec.: Paul Falkner.

DURKEE-ATWOOD Co., 215 7th, N. E., Minneapolis, fan belts, radiator hose, inner tubes, automotive chemicals, frost shields, friction tape, rubber tape & Dur-A-Cloth. Adv. Exec.: C. T. Stafford. Agency: Harold C. Walker Adv., Minneapolis. Acct. Exec.: H. C. Walker.

DURKEE FAMOUS FOODS DIV. OF THE GLIDDEN Co., Union Commerce Bldg., Cleveland, food products. Adv. Exec.: N. B. Betzold. Agencies: Meldrum & Fewsmith Inc., Cleveland. Acct. Exec.: H. S. Gardner. Emil Reinhardt Adv. Agency, Oakland, Calif.

DUTCHESS UNDERWEAR Corp., 350 Fifth Ave., New York, ladies nylon & rayon tricot underwear. Adv. Exec.: Rene T. Selver. Agency: Ray Austrian, N. Y. Acct. Exec.: C. Goldschmidt.

DUVAL'S CONSENSUS Inc., 41-43 Crescent, Long Island City, N. Y., digest of investment advisory service. Adv. Exec.: Pierre A. DuVal. Agency: Albert Frank-Guenther Law Inc., New York. Acct. Exec.: Frank D. Cruikshank.

E

EASE Inc., 2228 N. Hollywood Way, Burbank, Calif., quality detergents (soaps). Adv. Exec.: Robert L. Stone.

EASTERN AIR LINES Inc., 10 Rockefeller Plaza, N. Y., air transportation. Adv. Exec.: M. M. Frost. Agency: Fletcher D. Richards Inc., N. Y. Acct. Exec.: Bradley Walker.

EASTERN WINE Corp., Bronx Terminal Market, N. Y. 51, champagne & sparkling burgundy. Adv. Exec.: Maurice Greenberg Agency: H. C. Morris & Co., Inc., N. Y.

EASY WASHING MACHINE Corp., Solar & Spencer, Syracuse 1, N. Y., washers & ironers. Adv. Exec.: Richard E. Weiss. Agency: BBDO, Buffalo. Acct. Exec.: Dale Casto.

PETER ECKRICH & SONS Inc., 1025 Osage St., Fort Wayne, Ind., Eckrich meat products. Adv. Exec.: Lavern E. Gelow. Agency: Westheimer & Block, St. Louis, Mo. Acct. Exec.: Emma Brohr.

EGAN FICKETT & Co., 266 West, N. Y., fresh oranges & grapefruit. Adv. Exec.: Bernard Egan. Agency: Dorothy B. Skinner Adv., N. Y.

ELECTRIC AUTO-LITE Co., Champlain & Mulberry, Toledo, Ohio, spark plugs, batteries, starting, lighting & ignition equipment, etc. Adv. Exec.: D. B. Seem. Agencies: Ruthrauff & Ryan, Detroit. Acct. Exec.: Tod Reed. Cecil & Presbrey, N. Y. Nat'l Export Adv. Service, N. Y.

ELECTRIC DEODORIZER Corp., 9999 Broadstreet, Detroit 4, electric deodorizer, safety switch. Adv. Exec.: R. J. Schuler. Agency: Karl G. Behr, Detroit.

ELGIN AMERICAN DIV. of Illinois Watch Case Co., 853 Dundee Ave., Elgin, Ill., compacts, cigarette cases, lighters, dresser sets, simulated pearls. Adv. Exec.: Dale G. Mehrhoff. Agency: Russel M. Seeds Co., Chicago. Acct. Exec.: George Bayard.

ELGIN NATIONAL WATCH Co., 107 National St., Elgin, Ill., watches. Adv. Exec.: Gordon Howard. Agency: Young & Rubicam, Chicago. Acct. Exec.: Robert Burton.

ELLENA BROTHERS WINERY, Etiwanda, Calif., wines, sparkling wines & brandies. Adv. Exec.: John B. Ellena. Agency: Edward S. Kellogg Co., Los Angeles. Acct. Exec.: Edward S. Kellogg.

O. M. ELLESSON Co., 4428 No. Sheridan, Chicago, watch bands. Adv. Exec.: Fay R. Harper. Agency: Albert Frank-Guenther Law, N. Y.

EMERSON RADIO & PHONOGRAPH Corp., 111 8th Ave., N. Y. 11, radio & television. Adv. Exec.: Chas. Robbins. Agency: Foote, Cone & Belding, N. Y.

ENO-SCOTT & BROWNE, 60 Orange, Bloomfield, N. J., ointment, Eno effervescent salts Brylcreem. Adv. Exec.: Robt. I. Trudeau. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

ENZO JEL Co., 9th at Penn., Sheboygan, Wis., tomato aspic. Adv. Exec.: Horace G. Davis. Agency: Schoenfeld, Huber & Green, Chicago. Acct. Exec.: Merritt Schoenfeld.

ESKIMO PIE Corp., Bloomfield Bank & Trust Building, Bloomfield, N. J. Adv. Exec.: William W. Wade. Agency: Buchanan & Co., N. Y. Acct. Exec.: William Dasheff.

ESSO STANDARD OIL Co., 15 W. 51st, N. Y.19, Esso Extra gasoline, motor oil, tires, batteries & accessories, specialty products & heating oil, oil burners, household insecticide. Adv. Exec.: R. M. Gray. Agencies: McCann-Erickson, N. Y. Acct. Exec.: J. L. Deane. Marschalk and Pratt, N. Y. Acct. Exec.: H. C. Marschalk.

THE ESTATE STOVE Co., Hamilton, Ohio, ranges & heaters. Adv. Exec.: L. W. Selmeier. Agency: Don Kemper Co., Inc., Dayton, O.

EVERSHARP Inc., 1800 Roscoe, Chicago 13, shaving instruments. Adv. Exec.: E. E. Felton. Agencies: Biow, N. Y. J. M. Mathes, N. Y. McCann-Erickson, N. Y.

EXQUISITE FORM BRASSIERE, 373 4th Ave., N. Y. 16, brassieres. Adv. Exec.: Max Sanoff. Agency: Brandford Adv., N. Y.

F

FADA RADIO AND ELECTRIC Co., 525 Main, Belleville, N. J., radios. Adv. Exec.: Herman N. Lubet. Agency: Sternfield-Godley, N. Y. Acct. Exec.: Samuel Godley.

FAIRMONT CANNING Co., Fairmont, Minn., ready-to-serve vegetable salad. Adv. Exec.: T. A. Fremming. Agency: Patton-Hagerty-Sullivan, Chicago.

FAIRMONT FOODS Co., 1206 Jones, Omaha 8, Nebr., dairy & poultry products, frozen fruits, vegetables & ice cream. Adv. Exec.: H. R. Moorman. Agencies: Buchanan-Thomas Adv., Omaha. Acct. Exec.: Robert Savage. Doyle Dane Bernbach, N. Y. Allen & Reynolds, Omaha.

FALSTAFF BREWING Corp., 3617 Olive, St. Louis 8, beer. Adv. Exec.: Karl K. Vollmer. Agency: Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: Chas. Hotchkiss.

N. FARAH & SONS Inc., 362 5th Ave., N. Y., housecoats. Adv. Exec.: Mary Jane McDermott. Agency: Dorland, Inc., N. Y.

FASTENER CORPORATION, 860 Fletcher, Chicago 14, putty knives, staplers & staples. Adv. Exec.: Harold G. Aranda. Agency: Michael Mannion Adv., Chicago.

FATHER JOHN'S MEDICINE Co., 73 Market St., Lowell, Mass., medicine Adv. Exec.: Willard A. Parker. Agency: John W. Queen, Boston.

FEDERAL MFG. & ENGINEERING Corp., 213 Steuben, Brooklyn, photo enlargers, cameras, microscopes, snack toasters, enlarging cameras, microfilm projectors & electronic test equipment. Adv. Exec.: Britt Boice. Agencies: Lewin, Williams & Saylor Inc., Newark, N. J. Acct. Exec.: Leonard Newsteder. Lawrence Esmond Adv., N. Y. Acct. Exec.: Lawrence Esmond.

FEDERAL OLD LINE INSURANCE Co., 1530 Queen Anne, Seattle, protection insurance. Adv. Exec.: J. R. Cissna. Agency: Pacific National Adv., Seattle. Acct. Exec.: Frank Horsley.

THE FELBER BISCUIT Co., Grant Ave. & McCoy Street, Columbus 3, Ohio, cracker & cookie products. Adv. Exec.: R. M. Engle. Agency: Harry Miller, Inc., Columbus. Acct. Exec.: Jack Maguire.

FELS & Co., 73rd Street & Woodland Ave., Philadelphia 42. Soap products. Adv. Exec.: Max Brown. Agencies: H. H. DuBois Inc., Phila. McKee & Albright, Phila.

FIDELITY - PHILADELPHIA TRUST Co., Broad & Walnut, Philadelphia. Adv. Exec.: B. E. Kempff. Agency: Gray & Rogers, Phila.

THE FIGARO Co., 3500 Commerce St., Dallas 1, meat curing & smoking products, Curing Stix; barbecue & table sauces. Adv. Exec.: J. V. Chadick. Agency: Rogers & Smith, Dallas. Acct. Exec.: Dave McConnell.

J. H. FILBERT, Inc., 3701 Southwestern Blvd., Baltimore 29, margarine & mayonnaise. Adv. Exec.: J. F. Diener. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Acct. Exec.: Luther Wood.

FINDERS MFG. Co., 3669 So. Michigan Ave., Chicago 15, automatic deepfry electric broiler, waffle iron & grill. Adv. Exec.: Morris Feinstein. Agency: Kuttner & Kuttner, Inc., Chicago. Acct. Exec.: Chester D. Kuttner.

FIRESTONE PLASTICS Co., Pottstown, Pa., film, flex, filament yarn & resins. Agency: Grey Adv., N. Y. Acct. Exec.: B. I. Brownold.

THE FIRESTONE TIRE & RUBBER Co., 1200 Firestone Parkway, Akron 17, Ohio, Velon plastics, foamed rubber products, Contro elastic yarn. Adv. Exec.: C. B. Ryan. TV Adv. Exec.: A. J. McGinness. Agency: Gray Adv., N. Y. Acct. Exec.: B. J. Brownold.

FIRMAN LEATHER GOODS Corp., 137 E. 25th, N. Y. 10, bonded luggage. Adv. Exec.: Jessica Leighton. Agency: Mann-Ellis, Inc., N. Y. Acct. Exec.: Kurt J. Mann.

FIRST NATIONAL BANK, 305 N. Broadway, St. Louis, bank services. Adv. Exec.: Wm. M. Sherrill. Agency: Gardner Adv., St. Louis.

FIRST WISCONSIN NATIONAL BANK OF MILWAUKEE, 743 N. Water, Milwaukee. Adv. Exec.: Robert A. Brown. Agency: Marvin A. Lemkuhl, Milwaukee. Acct. Exec.: Marvin A. Lemkuhl.

FIRTH CARPET Co., 295 Fifth Ave., N. Y. 16, rugs & carpets. Adv. Exec.: Alfred Gussin. Agency: Abbott Kimball Co., N. Y. Acct. Exec.: J. Perine.

FISHER BROS. Co., 2323 Lakeside Ave., Cleveland, O., Fisher Foods. Adv. Exec.: George Fisher. Agency: Griswold-Eshleman, Cleveland. Acct. Exec.: Sam K. Betham.

FISHER CHEESE Co., Wapakoneta, Ohio, "Fisher's" cheese. Adv. Exec.: Fred W. Fisher. Agency: Don Kemper Co., Dayton, O. Acct. Exec.: Don Kemper.

THE F. W. FITCH Co., 2630-52 Pine, St. Louis, shampoo, hair tonic & shaving creams. Adv. Exec.: R. J. Piggott. Agencies: Gardner Adv., St. Louis. James Lovick & Co., Toronto.

FITZPATRICK BROS., 1300 W. 32nd Pl., Chicago 8, soap flakes & soap. Adv. Exec.: D. C. Baker. Agency: Russel M. Seeds Co., Chicago.

FIVE STAR MANUFACTURING Co., E. Grand Forks, Minn., headbolt engine heaters. Adv. Exec.: F. R. Clark. Agency: Lavin Adv., South Fargo, N. Y. Acct. Exec.: Harold E. Flint.

FLAGSTAFF FOODS, Fayette Street, Perth Amboy, N. J., food products. Adv. Exec.: Harold Levy. Agency: Weiss & Geller, N. Y. Acct. Exec.: Mac Tendrich.

FLAMINGO HOTEL, Las Vegas, Nev., hotel. Adv. Exec.: Jack Walsh. Agency: Milton Weinberg Adv. Co., L. A.

FLEETWOOD COFFEE Co., 246 E. 11th, Chattanooga 1, Tenn., packaged roasted coffees & tea. Adv. Exec.: R. H. Leiper. Agency: Liller, Neal & Battle Adv., Atlanta, Ga.

FLEMING-HALL TOBACCO Co., 595 5th Ave., N. Y. 17, tobacco, cigars, "Encore" cigarettes. Adv. Exec.: Gilbert D. Roulston. Agency: Hilton & Riggio, Inc., N. Y. Acct. Exec.: Louis Riggio.

FLEX-LET Corp., 20 W. 47th, New York, watch bands. Adv. Exec.: Jack R. Storti. Agency: Ben Sackheim Inc., N. Y.

FLEX-O-GLASS Inc., 1104 N. Cicero Ave., Chicago, glass substitutes. Adv. Exec.: Harold Warp. Agency: Presba, Fellers & Presba, Chicago.

FLOAT-EES Co., 247 West 38th, New York 18, N. Y., swim suits. Adv. Exec.: Howard Olian. Agency: Friend-Sloane Adv., N. Y. Acct. Exec.: Chet Sloane.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., Florida oranges, grapefruit, tangerines, limes (fresh and processed). Adv. Exec.: Dawson Newton. Agencies: J. Walter Thompson, N. Y. Noyes & Sproul, N. Y.

FLORISTS' TELEGRAPH DELIVERY Assoc., 200 Lafayette Building, Detroit 26, flowers. Adv. Exec.: Harold R. Hewey. Agency: Grant Adv., N. Y. Acct. Exec.: Robert Cole.

THE FLORSHEIM SHOE Co., 130 So. Canal, Chicago 6, men's & women's shoes. Adv. Exec.: Martin F. Maher. Agencies: Gordon Best Co., Chicago. Acct. Exec.: Gordon Best. Walter L. Rubens & Co., Chicago.

FORD MOTOR Co., 3000 Schaefer Road, Dearborn, Mich., cars, trucks, benzol, charcoal & other by-products. Adv. Exec.: Walker A. Williams. Agencies: J. Walter Thompson Co., Chicago. Kenyon & Eckhardt, N. Y. Acct. Exec.: W. Breckenridge.

FOREMOST DAIRIES Inc., 2903 College, Jacksonville, Fla., milk, ice cream, milk products, orange juice, etc. Adv. Exec.: Edward L. Volkwein. Agency: Fletcher D. Richards, N. Y.

L. C. FORMAN & SONS, Inc., Pittsford, N. Y., "Forman's" piccalilli. Adv. Exec.: Wilbur E. Forman. Agency: C. Wendell Muench & Co., Chicago.

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NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

FORST PACKING Co., Kingston, N. Y., ham, bacon, frankfurters, smoked turkeys and sausage. Adv. Exec.: Henry Forst. Agency: Kaplan & Bruck, N. Y.

FORSTNER CHAIN Corp., 646 Nye Ave., Irvington, N. J., jewelry, staple & costume, watch bracelet. Adv. Exec.: W. Kent Schmid. Agencies: Lewin, Williams & Saylor Inc., New York. Acct. Exec.: D. N. Waterbury. McConnell, Eastman & Co. Ltd., London, Ont.

FORT PITT TOMATO Co., 22nd & AVRR, Pittsburgh 22, Pa., vegetables. Adv. Exec.: J. M. Earley. Agency: Dan A. Sullivan Adv., Pittsburgh. Acct. Exec.: D. Sullivan.

IRVIN B. FOSTER SPORTSWEAR Co., Kensington & Ontario Sts., Philadelphia 34, "Lone Ranger" & "Roy Rogers" jackets, men's sportswear & jackets. Adv. Exec.: Jack Brazina. Agency: Solis S. Cantor Adv., Phila. Acct. Exec.: Solis S. Cantor.

L. W. FOSTER SPORTSWEAR Co., Hancock & West Moreland, Philadelphia 40, sportswear. Adv. Exec.: Louis W. Foster. Agency: Leonard F. Fellman & Assoc., Phila.

4 SEASONS Inc., 324 South Alvarado, Los Angeles 5, salad dressing base. Adv. Exec.: A. C. Kreis. Agency: Robert Smith Adv., Los Angeles. Acct. Exec.: Mel Smith.

FOWNES BROS & Co., 411 5th Ave., N. Y. 16, ladies', men's & children's gloves—leather & fabric—foreign & domestic & nylon hosiery. Adv. Exec.: Abraham I. Sherr. Agency: Rockmore Co., N. Y.

FOX HEAD BREWING Co., 227 Maple Ave., Waukesha, Wis., beer & ale. Adv. Exec.: J. R. Wickstrom. Agency: Weiss and Geller, Chicago. Acct. Exec.: Marvin Mann.

PETER FOX BREWING Co., 2626 W. Monroe, Chicago 12, "Fox DeLuxe". Adv. Exec.: A. L. Meyers. Agency: Carroll Dean Murphy, Chicago.

THE FR Corp., 951 Brook Ave., N. Y. 56, soapless detergent; photographic & x-ray chemicals & accessories. Adv. Exec.: Alfred J. Berman. Agencies: Kastor, Farrell, Chesley & Clifford, N. Y. Peck Adv., N. Y. Acct. Exec.: Norman Mack.

FRANCO AMERICAN HYGIENIC Co., 822 Custer Ave., Evanston, Ill., Dusorb, absorbs dust.

WALLY FRANK, Ltd., 150 Nassau, N. Y. 7, pipes & tobaccos. Adv. Exec.: Ernest Brian. Agencies: Huber Hoge & Sons, N. Y. Dundes & Frank, N. Y.

FRANKENMUTH BREWING Co., Frankenmuth, Mich., beer & ale. Adv. Exec.: Bruce Berckmans. Agency: Ruthrauff & Ryan, Detroit.

FRANKLIN BREWING Co., 117 N. Sandusky, Columbus 8, Ohio, beer. Adv. Exec.: Donald L. Hines. Agency: Kelly & Lamb Adv., Columbus.

BENJAMIN FRANKLIN HOTEL, Chestnut Street at Ninth, Philadelphia 5, hotel rooms & ice show. Adv. Exec.: Ralph W. Temple. Agency: Al Paul Lefton Co.; Phila. Acct. Exec.: James C. Gibson.

FRAZAR FOODS, Ltd., Desert Springs, Calif., jelly powder, dehydrated vegetables, meat tenderizer & seasoner, marmalades. Adv. Exec.: Nelson A. Frazar. Agency: Hal Seidel Adv., Los Angeles. Acct. Exec.: Hal Seidel.

FREEDOM-VALVOLINE OIL Co., 6th St. & 3rd Ave., Freedom, Pa., crude, oil control products. Adv. Exec.: Wayne R. Sohar. Agency: Fitzgerald Adv., New Orleans, La. Acct. Exec.: Joseph Epsteis.

FREEMANTEL VOICE INSTITUTE Inc., 205 W. 57th, N. Y., home study courses in public speaking & singing. Adv. Exec.: John F. Flanagan. Agency: Moss Associates, N. Y. Acct. Exec.: Joseph Moss.

THE R. T. FRENCH Co., 50 Mustard St., Rochester 9, N. Y., prepared mustard, spices, bird seed, bird gravel, Worcestershire sauce, pie crust mix & pie fillings, silver polish. Adv. Exec.: O. L. Westgate. Agencies: Richard A. Foley Inc., Philadelphia, Pa. Acct. Exec.: Charles H. Eyles. J. Walter Thompson Co., N. Y. Acct. Exec.: Wm. Resor.

FRENCH SARDINE Inc., Terminal Island, Calif., tuna, sardines, mackerel. Adv. Exec.: J. G. Scharer. Agency: Rhoades & Davis, San Francisco. Acct. Exec.: R. O. Davis.

FRIGIDAIRE DIV., GENERAL MOTORS Corp., 300 Taylor, Dayton, Ohio, electric refrigerators, ranges, automatic washers, ironers, dryers, home freezers, kitchen cabinets & sinks, water heaters, dehumidifier, water coolers, air conditioners, ice cream cabinets, commercial refrigeration equipment. Adv. Exec.: Lee A. Clark. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: Fairfax M. Cone.

FRITO Co., 2600 Cedar Springs, Dallas 4, Tex., Fritos, etc. Adv. Exec.: C. E. Doolin. Agency: Glenn Adv., Dallas, Texas.

FROSTIE WINTERS Inc., 270 Park Ave., N. Y., cosmetic enamel for teeth & toothpaste. Adv. Exec.: John H. Winters. Agency: Palace Adv. Service, N.Y.

R. E. FUNSTEN Co., 1515 Delmar, St. Louis 3, pecans. Adv. Exec.: Hugh King. Agency: Oakleigh R. French & Assoc., St. Louis.

G

THE GADGET-OF-THE-MONTH CLUB, 6600 Lexington Ave., L. A., sampling new products via club memberships. Adv. Exec.: James Marshall. Agency: Davis-Harrison-Simmonds, L. A. Acct. Exec.: T. S. Simmonds.

GADGET PREVUE SYSTEM OF AMERICA Ltd., 6600 Lexington Ave., L. A., sampling new products via home demonstrations. Adv. Exec.: Peggy Ryan.

GALE HALL ENGINEERING, 236 Huntington Ave., Boston 15. Adv. Exec.: A. J. White. TV Adv. Exec.: R. Zokas.

GALLO WINES, P. O. Box 1173, Modesto, Calif., wines. Adv. Exec.: Neil Shaver. Agency: BBDO, S. F. Acct. Executives: C. E. Hale & Christie Allen.

GARFIELD WILLIAMSON, 1072 W. Side Ave., Jersey City, N. J., grass seed, fertilizers, bird food, plant stimulant & bug control powder. Adv. Exec.: Simon Wagner. Agency: Worth Adv., N. Y.

GASETERIA, INC., 1031 E. Washington St., Indianapolis 2, petroleum products. Adv. Exec.: Bernard C. McKay.

GASTON MFG. Co., 234 W. 2nd Cincinnati, toys. Adv. Exec.: Raymond C. Gaston. Agency: Haehnle Adv., Cincinnati. Acct. Exec.: James R. Heekin, Jr.

GAYLORD, Fifth & Hamilton, Pittsburgh, hosiery and women's accessories. Adv. Exec.: Sidney J. Rudolph. Agency: Lando Adv., Pittsburgh. Acct. Exec.: Robert Lando.

GELLMAN MANUFACTURING Co., 1700 1st, Rock Island, Ill., electric sewing machine. Adv. Exec.: R. D. Wilder.

GEM PACKING Corp., 83 33rd, Brooklyn, edible oils. Adv. Exec.: Remo F. Giordano. Agency: Emil Mogul Co., N. Y.

GENERAL BAKING Co., 420 Lexington Ave., N. Y., bread and bakery products. Adv. Exec.: A. Waldron Stone. Agency: BBDO, N. Y. Acct. Exec.: Charles Dalton.

GENERAL CIGAR Co., Inc., 119 W. 40th St., N. Y. 18. Van Dyck & White Owl cigars. Adv. Exec.: Philip L. Bondy. Agencies: Young & Rubicam, N. Y. Acct. Exec.: Curt Pratt. Federal Adv., N. Y. Acct. Exec.: Jules Singer.

GENERAL CONTROLS Co., 801 Allen Ave., Glendale, pressure temperature and flow controls. Adv. Exec.: Wm. E. Conkrigh. Agency: Hixson-Jorgensen, L. A. Acct. Exec.: C. B. Hosking.

GENERAL ELECTRIC Co., Air Conditioning Div., 5 Lawrence, Bloomfield, N. J., oil and gas-fired heating equipment, air conditioning and refrigeration equipment. Adv. Exec.: G. W. Hart. Agency: Kenyon & Eckhardt, New York. Acct. Exec.: W. H. Green.

GENERAL ELECTRIC Co., Electronics Dept., Syracuse, N. Y., radio, TV, electronics, etc. Adv. Exec.: L. E. Pettit. Agency: Maxon Inc., N. Y. Acct. Exec.: M. F. Mahony.

GENERAL ELECTRIC Co., Lamp Dept., Nela Park, Cleveland, lamps. Adv. Exec.: W. H. Robinson, Jr. Agencies: Foster & Davies Inc., Cleveland. Acct. Exec.: M. R. Davies. BBDO, Cleveland. Acct. Exec.: G. C. Cozzens.

GENERAL ELECTRIC Co., Major Appliance Division, 301 W. Liberty St., Louisville, Ky., refrigerators, freezers, dishwashers and disposers. Adv. Exec.: J. G. Porter. Agency: Young & Rubicam, N. Y. Acct. Exec.: R. McKelvey.

GENERAL ELECTRIC Co., Small Appliance Div., 1285 Boston Ave., Bridgeport, Conn., irons, vacuum cleaners, clocks, toasters, etc. Adv. Exec.: Paul Wassmansdorf. Agency: Young & Rubicam, N. Y. Acct. Exec.: M. Miller.

GENERAL FOODS Corp., 250 Park Ave., N. Y., food products. Adv. Execs.: Robert R. Mathews and Richard Whidden. Agencies: Young & Rubicam, N. Y., Jell-O, Jell-O puddings, minute tapioca, minute rice, minute gelatin, Swans Down cake and family flour, Swans Down instant cake mix, corn muffin mix and bran muffin mix, Sanka, instant Sanka, Kaffee Hag, Grape-Nuts, Grape-Nut Flakes, Grape-Nuts Wheat Meal, Franklin Baker Coconut; all Birds Eye products. Export: Bireley's products, all products of Gen. Seafoods Div. and Electricooke Sales Div. Foote, Cone & Belding, N. Y., instant Postum and Postum cereal, Post's Krinkles, Calumet Baking Powder, Post Toasties, La France and Satina. Benton & Bowles, N. Y., Certo, Sure-Jell, Log Cabin Syrup, Post's 40% Bran Flakes, Post's Raisin Bran, Post-Tens, Post's Puffed Rice, Post's Puffed Wheat, Post's Sugar Crisp, D-Zerta, Bliss Coffee, Ridgways Crystal Salt, Walter Baker Product, Gaines Meal and Gaines Krunchon; all Snider products, Yuban Coffee; Instant Maxwell House Soluble Coffee, Baker's 4-in-1 Cocoa Mix. Baker Adv. Agency Ltd., Toronto. Acct. Exec.: W. R. Baker.

GENERAL GROCER Co., 301 S. 8th, St. Louis, food products, cobcut corn and coffee. Adv. Exec.: Dana Brown. Agencies: Ridgeway Co., St. Louis. Olian Adv. Co., St. Louis. Acct. Exec.: Mrs. Margaret Hart Nelson.

GENERAL ICE CREAM Corp., 101 Nott Terrace, Schenectady, N. Y., ice cream, mild and other dairy products; meat products. Adv. Exec.: E. M. Rice. Agencies: McKee & Albright, Philadelphia. Woodard & Co., Albany. Hoag & Provandie, Boston. Baldwin, Bowers & Strachan, Buffalo. Charles L. Rumrill & Co., Rochester. N. W. Ayer & Son, Philadelphia.

GENERAL MILLS, Inc., 400 Second Ave. South, Minneapolis 1. Adv. Exec.: S. C. Gale. TV Adv. Exec.: L. H. Crites.

GENERAL MOTORS Corp., General Motors Bldg., Detroit & N. Y., cars, trucks, spark plugs, engines, radios, steering gear and household appliances. Adv. Exec.: S. D. Hopkins. Agencies: D. P. Brother & Co., Detroit. Campbell-Ewald Co., Detroit. Campbell-Ewald Co., N. Y. Geyer, Newell & Ganger, Dayton. Albert Frank-Guenther Law, N. Y. Kudner Agency, N. Y. Foote, Cone & Belding, Chicago. MacManus, John & Adams, Detroit. Kircher, Helton & Collett, Dayton. MacLaren Adv. Co. Ltd., Toronto. The Baker Adv. Agency Ltd., Toronto.

GENERAL RETAIL Corp. (Jarman, Flagg, Hardy, Holidays, Douglas, Nisley), 125 8th Ave., No., Nashville 3, Tennessee. Adv. Exec.: W. H. Maclay. TV Adv Exec.: Robert F. Lee, Jr.

GENERAL SHOE Corp., 111 7th Ave., N., Nashville. Adv. Exec.: Henry W. Boyd, Jr. Agency: Noble-Dury & Assoc., Nashville. Acct. Exec.: Albert Noble.

GENEVA MODERN KITCHENS Inc., Geneva, Ill., metal kitchen cabinets. Agency: O'Grady-Anderson-Gray Inc., Chicago.

R. GERBER & Co., 6648 W. Randolph, Chicago, corn popping package and oil and olive oil. Adv. Exec.: Fred F. Drucker. Agency: Newby & Peron, Chicago.

A. GETTELMAN BREWING Co., 4400 W. State, Milwaukee, beer. Adv. Exec.: D. P. MacRae. Agency: Hoffman & York, Milwaukee. Acct. Exec.: Joel Kursel.

GIBSON REFRIGERATOR Co., Greenville, Mich., freezers, refrigerators and ranges. Adv. Exec.: G. V. Drumm. Agencies: W. W. Garrison & Co., Chicago. Acct. Exec.: J. C. McDonough. Wallace-Lindeman Inc., Grand Rapids. Acct. Exec.: H. H. Driscol.

THE A. C. GILBERT Co., New Haven, tool chests, chemistry, puzzles, electrical products, trains and electric drills. Adv. Exec.: B. Repplier. Agencies: Chas. W. Hoyt Co., N. Y. Acct. Exec.: Winthrop Hoyt. Lindsay Adv. Agency, New Haven, Conn. Acct. Exec.: Merrill K. Lindsay. Doyle Dane Bernbach, N. Y.

GILBERT ORIGINALS, 847 W. Jackson, Chicago, Gilbert Originals. Adv. Exec.: A. O. Gilbert. Agency: Kuttner & Kuttner, Chicago.

GILLETTE SAFETY RAZOR Co., 15 W. First, Boston, shaving equipment. Adv. Exec.: A. Craig Smith. Agencies: Maxon Inc., Detroit. Acct. Execs.: Lou R. Maxon and Searle Hendee. Foote, Cone & Belding, N. Y.

GIMBEL BROS., Broadway at 33rd, N. Y., department store. Adv. Exec.: Bernice Fitzgibbon.

GINI PRODUCTS, 432 E. Valley Blvd., San Gabriel, Calif., pin curl home permanent waves. Adv. Exec.: Emily L. Watson. Agency: The Bogerts, L. A.

GINSBURG & ABELSON, 1400 Broadway, N. Y., dresses. Adv. Exec.: Nat Abelson. Agency: Douglas D. Simon Adv., N. Y. Acct. Execs.: Carolyn Glass and Edward LeVangie.

GIOIA MACARONI Co., 1700 Elmwood Ave., Buffalo, macaroni products. Adv. Exec.: Horace A. Gioia. Agency: Storm Adv., Rochester. Acct. Exec.: Morry Storm.

GIRARD'S, Inc., 502 Irwin St., San Rafael, Calif., Girard's clear French dressing Girard's wine vinegar dressing. Agency: Lockwood-Shackelford, San Francisco. Acct. Exec.: Alan Cameron.

GIVEN MANUFACTURING Co., 3301 E. Fruitland, L. A., garbage disposer. Adv. Exec.: Hollis Harper. Agency: H. M. Gardner & Assoc., L. A. Acct. Exec.: H. M. Gardner.

GLENWOOD RANGE Co., 300 W. Water, Taunton, Mass., ranges, washers and refrigerators. Adv. Exec.: Malcolm Leach. Agency: John C. Dowd, Inc., Boston. Acct. Exec.: William J. Haughey.

THE GLIDDEN Co., 11001 Madison Ave., Cleveland, paints, margarine, salad dressings, mayonnaise, shortening, livestock, poultry and pet feeds. Adv. Execs.: Tully H. Turney (Paint Div.), Joseph N. Fritsch (Feed Mill Div.). Agency: Meldrum & Fewsmith, Cleveland. Acct. Exec.: H. W. Cooper.

GLO-LURE, Inc., Medford, Wisconsin. Adv. Exec.: Gordon Thielke.

GLOBE MILLS (Pillsbury Mills), 1436 Goodrich Blvd., East Los Angeles, flour. Adv. Exec.: B. J. Greer. Agency: Leo Burnett Co., L. A. Acct. Exec.: Howard Cheney.

GLUEK BREWING Co., 2000 N. E. Marshall, Minneapolis. Adv. Exec.: Louis A. Gluek. Agency: Vance Pidgeon & Associates, Minneapolis.

M. K. GOETZ BREWING Co., 6th and Albemarle, St. Joseph 1, Mo., beer. Adv. Exec.: Allen B. Russell. Agency: Compton Adv., Chicago. Acct. Exec.: Richard K. Montgomery.

GOLD MEDAL CANDY Corp., 2857 West Eighth St., Brooklyn 24, N. Y., candy bars, peanut brittle and hard candies. Adv. Exec.: Tico Bonomo. Agency: Wm. H. Weintraub & Co., N. Y. Acct. Exec.: Warren Dubin.

GOLD MEDAL HAIR PRODUCTS, 337 Kings Highway, Brooklyn, hair styles, hair pieces, marcel irons, pressing combs, sun glasses, hair and scalp preparations. Adv. Exec.: E. Sherman. Agencies: W. L. Vomack, Brooklyn. Whitbey Assocs., N. Y. Dowd, Redfield & Johnstone, N. Y.

GOLD SEAL Co., Bismarck, N. D., wax cleaning products. Adv. Exec.: Thomas S. Kleppe. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Alden Grimes.

GOLDBAN PHARMACAL Co., 216 Federal, Camden, N. J., Garwood's tablets, Zandene & 2DX. Agency: Emjay Co. Adv., Camden.

GOLDEN STATE Co. Ltd., 425 Battery, San Francisco, dairy products. Adv. Exec.: Don M. Lawton. Agency: BBDO, S. F. Acct. Exec.: C. T. Allen.

GOOD FOODS, 5725 Highway No. 7, Minneapolis, peanut butter. Adv. Exec.: A. M. Brisbois. Agency: Guild, Bascom & Bonfigli, San Francisco.

THE B. F. GOODRICH Co., 500 South Main Street, Akron 18, Ohio, tires. Adv. Exec.: Frank T. Tucker. TV Adv. Exec.: Glenn E. Martin. Agency: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: Len Carey.

GOODYEAR TIRE & RUBBER Co., 1144 E. Market, Akron, Ohio, tires & tubes, mechanical goods, shoe products, flooring, films, vinylfilm, airfoam, repair materials, batteries & brake lining, balloons, balls, boats & rafts, car & home accessories & aviation products. Adv. Exec.: J. K. Hough. Agencies: Young & Rubicam, N. Y. Compton Adv., N. Y. Kudner Agency, N. Y. Norman Malone & Assoc., Akron.

GORDON BAKING Co., 2303 E. Vernor, Detroit, bread. Adv. Exec.: G. P. Kemnitz. Agency: N. W. Ayer & Son, Detroit.

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NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

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GOSPEL BROADCASTING Assn., 44 S. Mentor, Pasadena, Calif., religion. Adv. Exec.: Ralph Snively. Agency: R. H. Alber Co., L. A.

GOTHAM HOSIERY Co., 200 Madison Ave., N. Y., hosiery. Adv. Exec.: Roy E. Tilles, Jr. Agency: Sterling Adv. Agency, N. Y. Acct. Exec.: Leona Bowman.

GOTTFRIED Co., 1778 E. 30th, Cleveland, dresses. Adv. Exec.: C. L. Gottfried. Agency: Lustig Adv., Cleveland. Acct. Exec.: Leroy Lustig.

GOWNS BY VENE, 525 7th Ave., N. Y., bridal gowns & bridesmaid gowns. Adv. Exec.: Leon Summers. Agency: I. R. Stempel Adv., N. Y. Acct. Exec.: Irving R. Stempel.

GRACE DOWNS HOLLYWOOD MODEL SCHOOL, 16 W. 58th, N. Y., model school. Adv. Exec.: Jay Dresner. Agency: William Wilbur Adv., N. Y. Acct. Exec.: Teresa Stevens.

S. X. GRAHAM Co., 3915 W. Montrose Ave., Chicago, Roll-A-Painter. Adv. Exec.: C. B. Stafford. Agency: Walters & Heckinger, Chicago.

THE GRAHAM Co., 39 Clarkson Street, N. Y. 14, beans, peas, nuts. Adv. Exec.: S. W. Graham. TV Adv. Exec.: Lee Graham. Agency: Blaine-Thompson Co., N. Y. Acct. Exec.: Albert Lesser.

GRANAT BROS., Mission & 29th St., San Francisco, tempered mountings & diamond rings. Adv. Exec.: Harold M. Bernstein. Agency: Merchandising Factors, S. F. Acct. Exec.: Marshall Weigel.

THE GRAND UNION Co., 50 Church, N. Y., food & household products. Adv. Exec.: Mary K. Brown. Agencies: S. Duane Lyon, N. Y., Jesse Kram, N. Y., French & Preston, N. Y.

THE GRAPETTE Co., 112 E. Grinsted, Camden, Ark., beverages. Adv. Exec.: A. Roy Allen. Agency: Henri, Hurst & McDonald, Chicago.

GRAVYMASTER Co., 43-44 21st, Long Island City, N. Y., seasoning. Adv. Exec.: Wm. A. McKenna. Agency: Samuel Croot Co., N. Y.

GREEN GIANT Co., 1100 Summitt, Le Sueur, Minn., corns & peas. Adv. Exec.: Ward H. Patton. Agencies: Leo Burnett Co., Chicago. Acct. Exec.: Wm. L. Diener. Walsh Adv. Co. Ltd., Windsor, Ont., Can.

GREEN SPOT, 1501 Beverly Blvd., Los Angeles, orange & grapefruit beverages & grape concentrate. Adv. Exec.: H. M. Kitchen. Agency: Philip J. Meany Co., L. A. Acct. Exec.: Philip J. Meany.

GREER SHOP TRAINING Inc., 2230 S. Michigan Ave., Chicago, trade school. Agency: Harry Atkinson Agency, Chicago. Acct Exec.: C. F. Southward.

WILLIAM GRETZ BREWING Co., 1536 Germantown Ave., Philadelphia, beer. Adv. Exec.: Karl L. Gretz. Agency: Seberhagen, Phila. Acct. Exec.: F. H. Seberhagen.

THE GREYHOUND Corp., 141 W. Jackson, bus transportation. Adv. Exec.: J. L. Williams. Agency: Beaumont & Hohman Inc., Chicago. Acct. Exec.: T. R. McCabe.

GREYSTONE Corp., 100 Sixth Ave., N. Y., press books, fiction book club & executive books. Adv. Exec.: John Stevenson. Agencies: H. B. Humphrey, Alley & Richards, N. Y. Acct. Exec.: N. C. Smith. Schwab & Beatty, N. Y. Acct. Exec.: John Jenks.

GRID-L-RICH, 646 N. Michigan, Chicago, pancake batter. Adv. Exec.: J. S. Friedman. Agency: Olian Adv. Co. Chicago.

GRIESEDIECK WESTERN BREWERY Co., 3607 N. Florissant Ave., St. Louis, beer. Adv. Exec.: Frank B. Griesedieck. Agency: McCann-Erickson, Chicago. Acct. Exec.: Jos. B. Benge.

GRIFFIN MFG Co. Inc., 410 Willoughby Ave., Brooklyn, shoe polish. Adv. Exec.: W. F. Smith. Agency: Bermingham, Castleman & Pierce Inc., New York. Acct. Exec.: A. Bermingham.

JANE GRIFFITH POTTERY HOUSE, Oreland, Pa., ceramics. Adv. Exec.: A. James Griffith Jr. Agency: Wil Roberts Adv., Philadelphia.

DAVID GRIMES MFG. Co., 9 E 47th, N. Y., leather goods & specialties. Adv. Exec.: Walter W. Grigg. Agency: Davis-Parsons, N. Y. Acct. Exec.: William Strohmeier.

GROPPER KNITTING MILLS, 40 W. 29th, N. Y., men's ties. Adv. Exec.: Barnett Levitt.

GROSSET & DUNLAP, 1107 Broadway, N. Y., books. Adv. Exec.: T. C. Anderson. Agencies: Sussman & Sugar, N. Y. Acct. Exec.: Melvin Fauer. Madison Adv., N. Y.

GROVE LABORATORIES, 2630 Pine Street, St. Louis 3, Fitch Dandruff Remover Shampoo, Bromo Quinine Cold Tablets & 4-Way Cold Tablets. Adv. Exec.: Robert J. Piggott. Agencies: Gardner Advertising Co., St. Louis, Acct. Exec.: Charles E. Claggett. Harry B. Cohen Adv. Co., N. Y. Acct. Exec.: Harry B. Cohen.

GROVETON PAPERS Co., Groveton, N. H., bathroom & facial tissue. Adv. Exec.: George Schildge. Agency: John C. Dowd Inc., Boston.

GRUEN WATCH Co., Time Hill, Cincinnati 6, Ohio, watches. Adv. Exec.: Bernard M. Kliman. Agency: McCann-Erickson, N. Y. Acct. Exec.: Les Williams.

GUARDIAN TOBACCO Co. Inc., 1170 Broadway, N. Y., denicotinized cigars. Adv. Exec.: H. B. Mendelsohn. Agency: Jules Lippit Adv., N. Y.

KARL GUGGENHEIM, 33 Union Sq., N. Y., mfrs., importers & charms. Adv. Exec.: Frederick E. Loewus. Agency: Sales Promotion & Adv. Service, N. Y.

GULF BREWING Co., 5301 Polk Ave., Houston, beer. Adv. Exec.: Rex E. Potter. Agency: Foote, Cone & Belding, Houston. Acct. Exec.: Lovick Draper.

GULF OIL Corp., Gulf Bldg., Pittsburgh, gasoline motor-fuel & motor oil. Adv. Exec.: W. E. Dermody. Agencies: Young & Rubicam, N. Y. Acct. Exec.: Paul C. Richardson. Calkins & Holden, Carlock, McClinton & Smith, N. Y. Acct. Exec.: J. Sherwood Smith.

GUNNISON HOMES, Charleston Rd., New Albany, Ind., manufactured homes. Adv. Exec.: Edw. O. Donahoe. Agency: Adv. Assoc. Adv. Agency, Louisville, Ky. Acct. Exec.: Harold Siegel.

GUNTHER BREWING Co., 1211 S. Conkling Street, Baltimore 24, beer & ale. Adv. Exec.: Henry Turnbull. Agency: Biow Co., N. Y. Acct. Exec.: John Hamm.

GUTHRIE BISCUIT Co., 1 Montgomery, San Francisco, crackers. Adv. Exec.: C. J. Kellogg. Agency: Ruthrauff & Ryan, S. F. Acct. Exec.: H. O. Nelson.

H

HAAS, BARUCH & Co., 4700 Boyle Ave., L. A., canned & preserved foods. Adv. Exec.: B. Kerker. Agency: Robert Smith Adv., L. A. Acct. Exec.: Mel Smith.

HACHMEISTER, 2332 Forbes, Pittsburgh, asphalt floor tile, plastic wall tile, partition blocks & specialties. Adv. Exec.: W. George. Agency: James A. Stewart Co., Carnegie, Pa.

HAMILTON WATCH Co., Columbia Ave., Lancaster, Pa., watches. Adv. Exec.: Robert Waddell. Agencies: BBDO, N. Y. Foltz-Wessinger, Lancaster. Robert Otto & Co., N. Y.

THEO. HAMM BREWING Co., 720 Payne Ave., St. Paul, beer. Adv. Exec.: Clyde E. Rapp. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: R. L. Forrest.

HAMPDEN BREWING Co., 45-95 North Chicopee St., Willimansett, Mass. Hampden Mild Ale, Hampden Dry Lager Beer. Adv. Exec.: William J. Massey. Agency: Reingold Co., Inc., Boston, Acct. Exec.: H. Reingold.

THE HANCOCK OIL CO. OF CALIF., 2828 Junipero Ave., Long Beach, gasoline, motor oils, lubricants, fuel oil, diesel oil, etc. Adv. Exec.: N. D. Taylor. Agency: Ruthrauff & Ryan, Hollywood.

PETER HAND BREWERY Co., 1000 W. North Ave., Chicago, beer. Adv. Exec.: Andrew S. Gantner. Agency: Batten, Barton, Durstine & Osborn, Chicago. Acct. Execs.: Ken Ellis & Wm. Sternhoff.

HAPPINESS TOURS, 39 S. State, Chicago, all-expense plan tours. Adv. Exec.: J. Stuart Rotchford. Agency: Engel Adv., Chicago. Acct. Exec.: J. J. Finn.

A. S. HARRISON COMPANY, P. O. Box 568, South Norwalk, Conn., Preen floor products for wood and linoleum. Adv. Exec.: Jacques Wiese. Agency: Calkins & Holden Inc., N. Y. Acct. Exec.: Z. C. Barnes.

HASKINS BROS. & CO., Div. of Manhattan Soap Co., Omaha, Nebr., soaps. Agency: Duane Jones Co., N. Y.

HASTINGS MANUFACTURING Co., Hastings, Mich., Casite. & spark plugs. Adv. Exec.: Don H. Collins. Agency: Keeling & Co Inc., Indianapolis. Acct. Execs.: Lowell Stormont & Wm. Hutchison.

HATS BY LEEDS, 62 W. 39th, N. Y., ladies' hats. Adv. Exec.: Larry Olin. Agency: Moss Associates, N. Y. Acct. Exec.: Martin Jacobson.

HAUCK BAKERY Co., 2801 S. 7th, St. Louis, bread and cakes. Adv. Exec.: L. A. Freund.

HAVATAMPA CIGAR Co., 2007 21st, Tampa, cigars. Adv. Exec.: Earl Brown. Agency: Henry Quednau, Tampa.

HAWAII VISITORS BUREAU, 2051 Kalakaua, Honolulu, T. H. Community. Adv. Exec.: Stewart Fern. Agency: Holst & Cummings Ltd., Honolulu. Acct. Exec.: Dave Cummings.

THE HECHT Co., Washington, Silver Spring, Md., and Arlington, Va., department store. Adv. Exec.: James Rotto. TV Adv. Exec.: Vi Sutton. Agency: Harwood Martin, Advertising.

HEET DIV. OF DEMERT & DOUGHERTY, 3001 W. 47th, Chicago, gas line anti-freeze. Adv. Exec.: J. M. Kimmel. Agency: Ruthrauff & Ryan, Chicago.

HELBROS WATCH COMPANY Inc., 6 West 48th Street, N. Y. 36, watches. Adv. Exec.: Irwin H. Roseman. Agency: Wyatt & Schuebel, N. Y. Acct. Exec.: Reggie Schuebel.

HELIN TACKLE Co., 3669 Meldrum, Detroit, fishing lures. Adv. Exec.: Charles Helin. Agency: Dudgeon, Taylor & Bruske, Detroit. Acct Exec.: W. C. Dudgeon.

HELWIG & LEITCH, 101 N. Haven, Baltimore, syrup & mayonnaise. Adv. Exec.: L. Chickering. Agency: Harrison Pitt, Baltimore. Acct. Exec.: Merlin J. Pitt.

HELZBERG'S, Middle West's Largest Jewelers, 1013-A McGee, Kansas City, Mo., jewelry stores. Adv. Exec.: G. H. Yukon. Agency: Schwimmer & Scott, Chicago. Acct. Exec.: R. J. Scott.

CHR. HEURICH BREWING Co., 26th & D Sts., N. W., Washington, D. C. Old Georgetown Beer & Senate Beer. Adv. Exec.: Edw. R. Wade. Agency: Henry J. Kauffman & Assoc., Washington, D. C. Acct. Exec.: R. C. O'Donnell.

HICKOK MFG. Co., 850 St. Paul, Rochester, men's belts, buckles, braces, garters, jelwery & wallets. Adv. Exec.: M. S. Boehmer. Agency: Kastor, Farrell, Chesley & Clifford, N. Y. Acct. Exec.: Kenneth Greene.

H. H. HIXSON & Co., 1218 N. Halsted, Chicago, coffee. Adv. Exec.: N. A. Fick. Agency: Ewell & Thurber Asso., Chicago. Acct. Exec.: Earl E. Sproul.

HOFFMAN RADIO Corp., 3761 So. Hill Street, Los Angeles 7, Calif. Television. Adv. Exec.: Donald E. Larson. Agency: Walter McCreery Inc., Beverly Hills. Acct. Exec.: Richard Berggren.

THE HOLDEN Co., 137 Main, Buffalo, safety razor blade sharpener. Adv. Exec.: Albert J. Tatu. Agency: Ellis Adv. Co., Buffalo. Acct. Exec.: R. J. Graff.

THE R. M. HOLLINGSHEAD Corp., 840 Cooper, Camden, N. J., aviation, industrial, automotive & household chemical products, motor rhythm, venus polish, brake fluid, lusterize cleaner, etc. Adv. Exec.: R. E. Conley. Agencies: Campbell-Mithun, Chicago. McConnell, Eastman & Co. Ltd., Toronto.

HOLLYWOOD CANDY COMPANY, 836 South Chestnut Street, Centralia, Illinois. Candy Bars. Adv. Exec.: Frank T. Egan, Agency: Ruthrauff & Ryan, Inc., St. Louis. Acct. Exec.: Fred S. Zweig.

HOLLYWOOD - MAXWELL Co., 6773 Hollywood Blvd., Hollywood, brassieres. Adv. Exec.: Martin J. Newman. Agency: Murray, Dymock, Carson, Los Angeles. Acct. Exec.: Ralph Carson.

D. H. HOLMES Co. Ltd., 819 Canal, New Orleans, department store. Adv. Exec.: Sidney I. Donnaud. Agency: Walker Saussy Adv., New Orleans.

HOLSTEIN - FRIESIAN ASSOC. OF AMERICA, Brattleboro, Vt., dairy cattle. Adv. Exec.: Ben Brown. Agency: Meermans, Cleveland. Acct. Exec.: J. P Garlough.

THE HOLT PEN Co., Compton, R. I., ball pens & mechanical pencils. Adv. Exec.: Ned Fish.

HOME-MAKERS HAVEN, 73-04 37th Ave., Jackson Heights, kitchen utensils. Adv. Exec.: King Rosenbaum. Agency: Ritter, Sanford & Price, N. Y. Acct. Exec.: Dan Price.

HOME TEST PRODUCTS, 32-56 62nd, Woodside, Long Island, N. Y., reducing methods. Adv. Exec.: John Tiso. Agency: Products Services Group, N. Y. Acct. Exec.: Les L. Persky.

HOMECRAFTS, 799 Broadway, N. Y. books. Adv. Exec.: Louis Linett. Agency: Palace Adv. Service, N. Y. Acct. Exec.: Nat Sokol.

HOOD CHEMICAL Co., 1937 S. Broad, Philadelphia, bleach, starch & ammonia. Adv. Exec.: P. E. Neff. Agency: Gray & Rogers, Phila. Acct. Exec.: Bill Edwards.

HOOKER GLASS & PAINT Co., 651-659 Washington Boulevard, Chicago, Hooker paints. Adv. Exec.: B. W. Kunst. Agency: Proebsting-Taylor, Chicago.

JACOB HORNUNG BREWING Co., 3111 N. 22nd, Philadelphia, beer & ales. Adv. Exec.: Albert J. Westerman. Agency: The Clements Co., Phila.

HOSID PRODUCTS, 119 S. McBride, Syracuse, rug cleaner. Adv. Exec.: Jack Hosid. Agency: Ruthrauff & Ryan, N. Y.

HOTPOINT, 5600 W. Taylor St., Chicago (Affiliate of General Electric Co.), electric ranges, refrigerators, freezers, water heaters, dishwashers. Adv. Exec.: C. C. Gramer. Agency: J. R. Pershall Co., Chicago.

HOTEL ST. GEORGE, 51 Clark St., Brooklyn, hotel facilities & swimming pool. Adv. Exec.: James Klarnet. Agency: E. T. Howard, New York. Acct. Exec.: Arthur Lippmann.

HOUSE BEAUTIFUL CURTAINS, 38 W. 25th, N. Y., curtains. Adv. Exec.: Stanley Karlin. Agency: Miller Adv., N. Y.

HOUSE OF LOWELL, 441 S. College, Piqua, Ohio, hand cream, deodorants & creams. Adv. Exec.: Ray V. Shipman. Agency: Hugo Wagenseil & Assocs., Dayton. Acct. Exec.: Wm. Guisewite.

HOUSE OF OLD MOLINEAUX, 35 Lansdowne, Boston, wines. Adv. Exec.: Joseph T. Hanlon. Agency: Hirschon-Garfield, Boston.

HOUSEHOLD FINANCE Corp., 919 N. Mich. Ave., Chicago, family finance service. Adv. Exec.: N. T. Schwin.

HUBBS & HOWE Co., 1702 Elmwood Ave., Buffalo, aluminum foil, wax paper & shelf paper. Adv. Exec.: Francis W. Howe. Agency: Comstock & Co., Buffalo.

HUBENY BROTHERS, Roselle, N. J., steel kitchen cabinets. Adv. Exec.: G. P. Hubeny. Agency: George H. Gibson Co., N. Y. Acct. Exec.: Robert C. Decker.

THE HUDEPOHL BREWING Co., 40 E. McMichen Ave., Cincinnati, beer & ale. Adv. Exec.: J. A. Hesselbrock. Agency: Stockton, West & Burkhardt, Cincinnati.

THE J. L. HUDSON Co., 1206 Woodward Avenue, Detroit 26. Adv. Exec.: William B. Bond. TV Adv. Exec.: Sonia P. Manuel.

HUDSON COAL Co., 424 Wyoming Ave., Scranton, Pa., anthracite. Adv. Exec.: George B. Applin. Agencies: The Clements Co., Philadelphia. McKim Adv. Ltd., Montreal, Can.

HUDSON MOTOR CAR Co., 12601 E. Jeff. Ave., Detroit, passenger cars. Adv. Exec.: Geo. A. Browder. Agencies: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: Guy C. Smith. Ronalds Adv. Agency Ltd., Toronto.

HUMBLE OIL & REFINING Co., Humble Bldg., Houston, Tex., gasoline & motor oils. Adv. Exec.: G. A. Mabry. Agency: Wilkinson-Schiwetz & Tips, Inc., Houston. Acct. Exec.: J. B. Wilkinson.

HUMPTY-DUMPTY TOYS, 25 Chestnut, Seneca Falls, N. Y., Humpty-Dumpty Circus. Adv. Exec.: K. E. Rogers. Agency: Chas. L. Rumrill & Co., N. Y. Acct. Exec.: Neil A. Gallagher.

HUNTER PACKING Co., 1214 N. Second, E. St. Louis, canned meats & specialties. Adv. Exec.: F. A. Hunter, Jr. Agency: Jim Baker Associates, Milwaukee.

HYDROX Corp., 415 E. 24th, Chicago, ice cream. Adv. Exec.: H. G. Hodson. Agencies: Dancer-Fitzgerald-Sample, Chicago. Ivan Hill, Chicago.

I

IDEAL FILM & SUPPLY Co., 243 W. 55th, N. Y., still film & motion picture film—black & white & color. Adv. Exec.: Morton Reisfeld. Agency: Richard & Gunther, N. Y. Acct. Exec.: Morton Reisfeld.

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IDEAL MACARONI Co., 2018 Scovill, Cleveland, macaroni & spaghetti. Adv. Exec.: Leo C. Ippolito. Agency: The Carpenter Adv. Co., Cleveland. Acct. Exec.: V. J. Siena.

IDEAL PICTURES Corp., 58 E. South Water St., Chicago, rental films. Adv. Exec.: Milton Schwartz. Agency: Schwimmer & Scott, Chicago. Acct. Exec.: Fred Vosse.

ILLINOIS BELL TELEPHONE Co., 212 W. Washington, Chicago. Adv. Exec.: W. R. Scargle. Agency: N. W. Ayer & Son, Chicago.

INDEPENDENT MILWAUKEE BREWERY, 2701 S. 13th, Milwaukee, beer, ginger ale & sodas. Adv. Exec.: Fred K. Elsner. Agency: Al Herr Adv., Milwaukee. Acct. Exec.: Al Herr.

INDIAN ARCHERY & TOY Corp., 16 Clark St., Evansville, Ind., toys. Adv. Exec.: Harry M. Brading.

INDUSTRIAL TAPE Corp., New Brunswick, N. J., Texcel cellophane tape. Adv. Exec.: Walter M. Cramp. Agency: Kenyon & Eckhardt, N. Y. Acct. Exec.: Glenn Wiggins.

INSECTICIDE PAINT Co., Peoria, Ill., paint & insect killing paint. Adv. Exec.: David Smart. Agency: Benson M. Sherman, San Francisco.

INSTITUTE of VISUAL TRAINING, 40 E. 49th St., N. Y., distribute free motion picture films, shorts, documentary and sponsored films. Adv. Exec.: William J. Ganz.

INTERNATIONAL CELLUCOTTON PRODUCTS Co., 919 N. Mich. Ave., Chicago, tissues, sanitary napkins & belts, tampon type sanitary protection, deodorant powder, anodyne tablets & toilet tissue. Adv. Exec.: L. E. Meyer. Agencies: Foote, Cone & Belding, Chicago. Acct. Exec.: Robt. J. Koretz. The Export Adv., Chicago. Spitzer & Mills Ltd., Toronto.

INTERNATIONAL FURNITURE Co., 666 Lake Shore Dr., Chicago, living room furniture. Adv. Exec.: Carol Heun. Agency: Weiss & Geller, Chicago. Acct. Exec.: Bernard Gross.

INTERNATIONAL GOLF PRODUCTS, 4457 W. Madison, Chicago, adjustable golf club. Adv. Exec.: W. W. Buetler. Agency: Edgar Walter Fischer, Chicago.

INTERNATIONAL LATEX Corp., 350 Fifth Ave., N. Y., baby oil, cream & powder, baby pants, bathing caps, crib sheets, party pants, girdles, mitts, pillows, shoulder pads & tobacco pouch. Adv. Exec.: Mervin A. Elliott. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: William Berchtold.

INTERNATIONAL MILLING Co., 800 McKnight Building, Minneapolis 1. Robin Hood flour. Adv. Exec.: R. E. Thompson. Agency: H. W. Kastor & Sons Adv. Co., Chicago. Acct. Exec.: John T. Urice.

INTERNATIONAL MINERALS & CHEMICAL Corp., 20 N. Wacker Drive, Chicago 6. Adv. Exec.: Donald E. Swanson. Agency: BBDO, Chicago. Acct. Exec.: Wm. R. Purcell.

INTERNATIONAL SALT Co., Spruce & Adams, Scranton, salt. Adv. Exec.: James K. Gearhart. Agency: Duane Jones Co., N. Y.

INTERNATIONAL SHOE Co., 1509 Washington Ave., St. Louis 3, Mo., shoes. Adv. Exec.: A. L. Johnson.

INTERNATIONAL SILVER Co., 48 State, Meriden, Conn., sterling silver & silver plate. Adv. Exec.: George Morrison. Agencies: Cunningham & Walsh, N. Y. Young & Rubicam, N. Y. Fuller & Smith & Ross, N. Y. Young & Rubicam Ltd., Toronto.

INTERSTATE BAKERIES Corp., 5225 Wilshire Boulevard, L. A. 36, Weber's bread & Butter-nut bread. Adv. Exec.: Vee M. Bear. Agencies: Dan B. Miner Company, L. A. Acct. Exec.: Isabelle Moses. R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: R. J. Potts.

IN-SINK-ERATOR MFG. Co., 1225 14th, Racine, Wis., garbage disposer. Adv. Exec.: Quintor A. Hammes. Agency: Cummings, Brand & McPherson, Chicago. Acct. Exec.: J. R. Christopher.

IRONRITE, 332 Cass Ave., Mt. Clemens, Mich., ironing machines. Adv. Exec.: Richard W. Sierk. Agency: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: Clark Wilmot.

JOHN IRVING SHOE Corp., 119 Beach, Boston, shoes, handbags, hosiery & gloves. Adv. Exec.: S. H. Tushin.

ISBRANDTSEN & SONS, 26 Broadway, N. Y., coffee. Adv. Exec.: Geo. Ruby. Agency: Cowan & Dengler, N. Y. Acct. Exec.: Porter Leach.

ISLAND SPECIALTY Co., 175 Washington, Brooklyn, tapioca and coconut. Adv. Exec.: A. Schnaars. Agency: Lee-Murray Co., N. Y. Acct. Exec.: Joe Malina.

ITALIAN SWISS COLONY, 781 Beach Street, San Francisco 9, wines. Adv. Exec.: John S. Emmart. Agencies: Honig-Cooper Co., S. F. Acct Exec.: L. Honig. Harrington Richards, S. F. Acct. Exec.: Eugene Harrington.

J

JACKSON BREWING Co., 620 Decatur Street, New Orleans 7, beer. Adv. Exec.: Robert J. Fabacher. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: Joseph H. Epstein.

JACKSON & PERKINS Co., Newark, new patented roses, fruits and perennials. Adv. Exec.: K. C. Tack. Agency: Maxwell Sackheim & Co.

JACOBY-BENDER, 161 Avenue of the Americas, N. Y., watch bands. Adv. Exec.: Wm. Scheibel. Agency: Lewin, Williams & Saylor, N. Y.

JANTZEN KNITTING MILLS, 411 N.E. 19th, Portland, Ore., swim suits, sun clothes, T shirts, sweaters, foundation garments, swim caps and brassieres. Adv. Exec.: Mitchell Heinemann. Agency: Botsford, Constantine & Gardner, Portland. Acct. Execs.: Homer Groening and Elizabeth Eyerly.

JAYVEE BRAND, 1900 S.E. Grand, Portland, Ore., baby line. Adv. Exec.: Geo. F. Mitchell. Agency: E. B. Burkitt Adv., Portland. Acct. Exec.: E. B. Burkitt.

JEKYLL ISLAND PACKING Co., Brunswick, Ga., shrimp and frozen seafood. Adv. Exec.: Dick Cobb. Agency: Duane Jones Co., N. Y.

JELKE GOOD LUCK PRODUCTS, 505 Park Ave., N. Y., margarine, whipped dressing products and bakery products. Adv. Exec.: J. Harvey Howells. Agency: BBDO, N. Y. Acct. Exec.: Wm. Hesse.

THE ANDREW JERGENS Co., Spring Grove and Alfred, Cincinnati, hand lotion, toilet soap and perfumes. Adv. Exec.: Chester T. Birch. Agencies: Robert W. Orr & Assoc., N. Y. Stockton, West, Burkhart, Cinn. Gotham Adv. Co., N. Y.

J. D. JEWELL, Gainesville, Ga., frying chicken. Adv. Exec.: Theron Brown. Agency: Crawford & Porter Adv., Atlanta.

JO-BELL PRODUCTS, 4840 S. St. Louis, Chicago, yarn winder and klasp. Adv. Exec.: Vic Mignano. Agency: Allan J. Copeland Adv., Chicago.

JOHN IRVING SHOE Corp., 119 Beach, Boston 12, shoes, handbags, hosiery, gloves. Adv. Exec.: S. H. Tushin. Direct.

S. C. JOHNSON & SON, 1525 Howe, Racine, Wis., Johnson's Glo-Coat, Pride, paste liquid and cream wax, Carnu auto polish, Electric Floor polisher, product finishes, maintenance and industrial waxes, Drax fabric finish, Brisk laundry finish. Adv. Exec.: W. N. Connolly. Agencies: Needham, Louis & Brorby, Chicago. Acct. Exec.: J. J. Louis. Erwin, Wasey & Co., London.

WALTER H. JOHNSON CANDY Co., 4500 W. Belmont Ave., Chicago, candy bars. Adv. Exec.: F. H. Hanscom. Agency: Franklin Bruck Adv. Corp., N. Y.

JOHNSTON, Dallas, Texas, infants' and children's wear. Adv. Exec.: W. H. Johnston. Agency: Crook Adv. Agency, Dallas.

JOHN WILEY JONES Co., Hardwood Ave., Caledonia, N. Y., Sunny Sol brand chemicals. Adv. Exec.: Robt. M. Jones. Agency: Chas. L. Rumrill & Co., Rochester.

J. JOLLES STUDIOS, 33 E. 33rd, N. Y. 16, handbags, needlepoint, wool and cotton yarns. Adv. Exec.: Mrs. Ida Jolles. Agency: Jules Golomb, N. Y.

JORDAN MARSH Co., 450 Washington, Boston, department store. Adv. Exec.: Ellsworth B. Lawrence. Agency: Hirshon-Garfield, Boston.

JOSKE'S OF TEXAS, San Antonio, general department store, farm and ranch store, sportsman store, hardware store, automotive supply store and appliance store. Adv. Exec.: Carolyn Shelton. Agencies: Sterling Adv. Agency, N. Y. Pitluk Adv. Co., San Antonio. Acct. Exec.: Jack Pitluk.

JUNIOR GUILD FROCKS, 847 W. Jackson, Chicago, women's apparel. Adv. Exec.: Aurel Gilbert. Agency: Kuttner & Kuttner, Chicago. Acct. Exec.: Mary Brown.

JUNKET BRAND FOODS DIV. (Chr. Hansen's Laboratory), Little Falls, N. Y., rennet powder and tablets, quick fudge mix and Danish dessert. Adv. Exec.: Clement F. Theisen, Jr. Agencies: McCann-Erickson, N. Y. Noyes & Sproul, N. Y. McKim Adv. Ltd., Montreal.

K

KAISER-FRAZER SALES Corp., Rm. 205, Administration Bldg., Willow Run, Mich., automobiles. Adv. Exec.: C. J. Leonard. Agency: Wm. H. Weintraub & Co. Inc., New York and Dearborn, Mich. Acct. Exec.: B. R. Durkee (Dearborn).

KAYE-HALBERT Corp., 3555 Hayden Ave., Culver City, Calif., TV manufacturer. Adv. Exec.: Myron Blackman. Agency: Calkins & Holden, Carlock, McClinton & Smith, L. A. Acct. Exec.: David R. Fenwick.

KEELEY BREWING Co., 516 E. 28th, Chicago, beer and ale. Adv. Exec.: Fred F. Brenk.

KELLOGG Co., Porter and Stiles Sts., Battle Creek, Mich., cereals. Adv. Exec. Ralph P. Olmstead.

KENDALL MANUFACTURING Co., 125 Lawrence St., Lawrence, Mass., soapine. Adv. Exec.: Louis K. Wolff. Agency: Bennett, Walther & Menadier Inc., Boston. Acct. Exec.: E. C. Whittemore.

KENSTILE, 58 Second Ave., Brooklyn, rubber tile and resilient floorings. Adv. Exec.: Chas. A. Neuman. Agency: Ruthrauff & Ryan, N. Y. Acct. Execs.: R. Watson and B. Banks.

KERR GLASS MFG. Co., 417 So. Hill, L. A. 13, glass fruit jars, caps, lids and jelly glasses. Adv. Exec.: J. A. Bernier (at Sand Springs, Okla.). Agency: McNeill, McCleery & Creamer, Hollywood.

KIEKHAEFER Corp., 660 S. Hickory, Fond du Lac, Wis., outboard motors and industrial portable engines. Adv. Exec.: Armand A. Hauser. Agency: Jim Baker Assoc., Milwaukee. Acct. Exec.: Jim Baker.

THE KILGEN ORGAN Co., 4632 W. Florissant, St. Louis, organs. Adv. Exec.: Eugene R. Kilgen. Agency: H. Geo. Block Adv., St. Louis.

MILES KIMBALL Co., Kimball Bldg., Oshkosh, Wis., gift wares, housewares, toys and greeting cards. Adv. Exec.: R. C. Robertson. Agency: Gordon Best Co., Chicago. Acct. Exec.: Frank Morr.

KINGAN & Co. Inc., 55 S. Blackford St., Indianapolis, meat and meat products. Adv. Exec.: Dr. Dean Foster. Agency: Warwick & Legler, New York. Acct. Exec.: A. G. Bishop.

KINGSTON WATCH Co., 48 West 48th Street, N. Y. 19, Swiss precision wrist watches and jewelry sets. Adv. Exec.: Edward R. Berger. Agency: Metro Associates, N. Y. Acct. Exec.: Mr. Weissburg.

KIRSCH'S BEVERAGES, 921 Flushing Ave., Brooklyn, beverages. Adv. Exec.: Louis Neff. Agency: Grey Adv. Agency, N. Y.

KITCHEN ART FOODS, 2320 N. Damen Ave., Chicago, food products. Adv. Exec.: Louis Weinberg. Agency: LeVally, Chicago.

KAUFMAN-RUDERMAN Co., 411 Fifth Ave., N. Y., costume jewelry. Adv. Exec.: Stanley Ruderman.

KLAUS GRABE, Inc., 730 Lexington Ave., N. Y. 22, furniture. Adv. Exec.: Samuel N. Friedman. Direct.

I. B. KLEINERT RUBBER Co., 485 Fifth Ave., N. Y., swim caps, beach and tourist bags, dress shields, shower curtains, belts, baby pants and silverware polish. Adv. Exec.: Virginia MacAuley. Agency: Grey Adv. Co., N. Y.

JANTZEN KNITTING MILLS, 411 N.E. 19th Portland, Ore., swim suits, sun clothes. Adv. Exec.: Mitchell Heinemann. Agency: Botsford, Constantine & Gardner, Portland. Acct. Execs.: Homer Groening and Elizabeth Eyerly (N. Y.).

THE KNOX Co., 1651 N. Argyle Ave., L. A., Cystex, Diotex, Nixoderm, Kolade, Chinaroid, Buroids, Mendaco, Romind and Amosan. Adv. Exec.: Chas. Gustafson. Agency: Allen C. Smith Adv., Kansas City.

KNUDSEN CREAMERY CO. OF CALIF., 1974 Santee, L. A., dairy products. Agency: Heintz & Co., 323 W. 6th, L. A. Acct. Exec.: June Morgan.

KOOLVENT METAL AWNING CORP. OF AMERICA, Keystone Bldg., 324 4th Ave., Pittsburgh, awnings, canopies, patios and umbrellas. Adv. Exec.: M. Harrison. Agency: Marsteller, Gebhardt & Reed, Pittsburgh. Acct. Exec.: John R. Burke.

KORDAY SPORTSWEAR, 1385 Broadway, N. Y., sportswear. Adv. Exec.: Newton R. Herson. Agency: Williams Co., N. Y.

THE KOSTO Co., 1115 N. Franklin, Chicago, prepared desserts. Adv. Exec.: C. Sippel, Jr. Agency: L. W. Ramsey Co., Chicago.

KRAFT FOOD Co., 500 Peshtigo Court, Chicago, Kraft foods. Adv. Exec.: J. H. Platt. Agencies: J. Walter Thompson Co., Chicago. Acct. Execs.: Arthur Farlow, Thomas Wason and C. W. Faitz. Needham Louis & Brorby, Chicago. Acct. Execs.: W. R. Fowler and E. C. Dollard.

THE KROGER Co., 35 E. 7th St., Cincinnati, beef and coffees. Adv. Exec.: Wm. J. Sanning. Agency: The Ralph H. Jones Co., Cincinnati. Acct. Exec.: James Nelson.

KROLL BROS. Co., 1858 W. Hastings, Chicago 8, furniture and baby carriages. Adv. Exec.: Samuel Kagan. Agency: A. Martin Rothbardt, Chicago.

G. KRUEGER BREWING Co., 75 Belmont Ave., Newark, N. J., beer and ale. Adv. Exec.: Fred J. Braun. Agency: Chas. Dallas Reach Co., Newark.

KYRON FOUNDATION, 329 S. Wood, Chicago, Kyron. Adv. Exec.: Doris Mann Fortune. Agency: Allan Marin & Associates, Chicago.

L

L. B. LABORATORIES, 1605 S. Central Ave., Glendale, hair oil, wave oil and shampoo. Adv. Exec.: John H. Olson. Agency: Glasser-Gailey, L. A. Acct. Exec.: I. L. Siteman.

LAMBERT PHARMACAL Co., 2117 Franklin, St. Louis, tooth paste, tooth powder, shaving cream, cough drops and shampoo. Adv. Exec.: John A. Shiell. Agencies: Lambert & Feasley, N. Y. Acct. Exec.: Gerald Blake, II. National Export Adv. Service, N. Y.

LAMPL FASHIONS, 2576 Superior Ave., Cleveland, Lampl. Adv. Exec.: Raymond P. Cone. Agency: Abbott Kimball Co., N. Y.

LAND TITLE BANK & TRUST Co., Broad and Chestnut, Philadelphia. Adv. Exec.: W. W. Delamater. Agencies: Merrill Anderson Co., N. Y. Adrian Bauer Adv. Agency, Phila.

SAM LANDAU, 105 Madison Ave., N. Y., negligees. Adv. Exec.: Sam Landau. Agency: Williams Adv., N. Y. Acct. Exec.: Edgar Herz.

J. W. LANDENBERGER & Co., Castor and Kensington Aves., Philadelphia, knit sox and hosiery footlets. Adv. Exec.: William M. Barston, Jr. Agencies: Leonard F. Fellman & Assoc., Phila. LaPorte & Austin, N. Y.

HARRY LANG MANUFACTURING COMPANY, 3rd and Vine Streets, Des Moines 9, Iowa, children's play and dress clothes. Adv. Exec.: C. H. Thompson.

LAN-O-SHEEN, 424 Empire Bank Bldg., St. Paul, Minn., cleaner and soap. Adv. Exec.: Glen M. Knoblauch. Agency: Melamed-Hobbs, Minneapolis.

LA PLAY PRODUCTS, 122 W. 26th, N. Y., hair coloring preparation. Adv. Exec.: Donald D. Burr. Agency: Raymond Spector Co., N. Y.

LARUS & BROTHER Co., 22nd & Cary, Richmond, Va., cigarettes and smoking tobacco. Adv. Exec.: J. A. Wiggins. Agency: Warwick & Legler, N. Y. Acct. Exec.: Henry Legler.

H. W. LAY & Co., 173 Blvd., N.E., Atlanta, Ga., potato chips, peanuts, peanut butter and Fritos. Adv. Exec.: W. B. Oliver. Agency: Liller, Neal & Battle Adv. Agency, Atlanta. Acct. Exec.: Al E. Sharp.

LEAF GUM Co., 1155 N. Cicero Ave., Chicago, chewing and bubble gums. Adv. Exec.: Marshall Leaf. Agency: Bozell & Jacobs, Chicago. Acct. Exec.: Nathan E. Jacobs.

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NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

(Continued from page 255)

LECTRICOVERS, 330 Fifth Ave., N. Y., electric blankets. Adv. Exec.: Arthur Price. Agency: Walter Weir, N. Y. Acct. Exec.: William Swagerman.

THE FRANK H. LEE Co., Danbury, Conn., hats. Adv. Exec.: J. B. Beltaire. Agency: Grey Adv. Agency, N. Y. Acct. Exec.: E. R. Richer

FRANCIS H. LEGGETT & Co., 27th and 12th Ave., N. Y., food products. Adv. Exec.: Roy B. Andersen. Agencies: Peck Adv. Agency, N. Y. Joseph Jacobs Adv. & Mdsg., N. Y.

LEIGH FOODS, 630 Fifth Ave., N. Y., frozen juice concentrate. Adv. Exec.: S. V. MacArthur.

SOL LENZNER Corp., 636 Genesee, Buffalo, herrings, beverages and syrups. Adv. Exec.: J. L. Block. Agency: Bowman & Block, Buffalo. Acct. Exec.: Nat Block.

LEONARD DIV., Nash - Kelvinator Corp., 14250 Plymouth Rd., Detroit, home freezers, refrigerators, electric ranges, electric water heaters and air driers. Adv. Exec.: John C. Bonning. Agency: Geyer, Newell & Ganger, Detroit. Acct. Exec.: A. Hughes Wilson.

LEVER BROS. Co., 505 Park Ave., N. Y., (Exec. Offices), 80 Varick, N. Y. (General Office—Sales & Adv.), toilet soaps, flake and powder soaps, toothpaste, and shortening. Adv. Exec.: J. A. Barnett. Agencies: Sullivan, Stauffer, Colwell and Bayles, N. Y. Acct. Exec.: (Silver Dust), Thomas S. Coleman. J. Walter Thompson Co., N. Y. Acct. Exec.: (Lux and Canadian Adv. on Surf), K. W. Hinks. N. Y. Ayer & Son, Phila. (U. S. Adv. on Surf). Ruthrauff & Ryan, N. Y. Acct. Exec.: (Rinso), L. G. Frierson. National Export Adv., N. Y:, (export advertising.)

LEVOLOR LORENTZEN, 391 W. Broadway, N. Y., venetian blind hardware. Adv. Exec.: Warren Bruce. Agency: Hazard Adv., N. Y. Acct. Execs.: J. Cornwall and R. Thomas.

HERBERT LEVY, 325 W. Jackson Blvd. Chicago, dresses. Adv. Exec.: Herbert Levy.

I. LEWIS CIGAR MANUFACTURING Co., 165 Morris Avenue, Newark 3, N. J., cigars: Seidenberg, Flor De Melba and John Ruskin brands. Adv. Exec.: Harry Lewis. Agency: Lewis Advertising Agency, Newark. Acct. Exec.: Milton L. Lewis.

LEWYT Corp., 60 Broadway, Brooklyn, vacuum cleaner. Adv. Exec.: Walter J. Daily. Agency: Hicks & Greist, N. Y. Acct. Exec.: Harold Greist.

LIBBY, McNEILL & LIBBY, Chicago, food products. Adv. Exec.: Chas. S. Bridges. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: T. P. Jardine. Foote, Cone & Belding, Chicago. Acct. Execs.: S. L. Williams and Gordon Buck. McDonnell, Eastman & Co., Toronto.

LIEBMANN BREWERIES Inc., 36 Forrest St., Brooklyn, beer and ale. Adv. Exec.: William L. Dye. Agency: Foote, Cone & Belding. Acct. Exec.: Frank Delano.

LIGGETT & MYERS TOBACCO Co., 630 Fifth Ave., N. Y., cigarettes, smoking & chewing tobacco. Adv. Exec.: Lawrence W. Bruff. Agency: Cunningham & Walsh, N. Y. Acct. Exec.: J. V. Tarleton.

LINCOLN BAG Co., 4200 W. Schubert Ave., Chicago, moth seal storage bags. Adv. Exec.: E. A. Fritchie. Agency: Allan Marin & Associates, Chicago.

LINCOLN INDUSTRIES, Marion, Va., furniture & plastics. Adv. Exec.: F. W. Bleckley. Agency: Houck & Co., Adv., Roanoke, Va. Acct. Exec.: Edwin Deady.

M. LINKMAN & Co., 1150 W. Fullerton Ave., Chicago, pipes. Adv. Exec.: R. J. Dean. Agency: Simons-Michelson Co., Detroit.

THE LIONEL Corp., 15 E. 26th, N. Y., electric trains, scale models, toy transformers & construction sets. Adv. Exec.: Joseph E. Hanson. Agency: Buchanan & Co., N. Y.

THOMAS J. LIPTON Inc., 1500 Hudson St., Hoboken, N. J., tea & soups. Adv. Exec.: W. B. Smith. Agencies: Young & Rubicam Inc., New York. Acct. Exec.: Edward L. Bond, Jr. Ruthrauff & Ryan Inc., N. Y. Acct. Exec.: Thomas W. Richey.

LO-CALORY FOOD Co., 1819 Broadway, N. Y., dieting aid to be used with reducing diets. Adv. Exec.: Harry Parness. Agency: Roy S. Durstine, N. Y.

LONGINES-WITTNAUER WATCH Co., 580 Fifth Ave., N. Y., watches & scientific instruments. Adv. Exec.: Lillian L. Shapiro. Agency: Victor A. Bennett Co., N. Y.

P. LORILLARD Co., 119 W. 40th, N. Y., cigarettes, cigars, smoking & chewing tobacco. Adv. Exec.: Alden James. Agencies: Lennen & Mitchell, N. Y. Geyer, Newell & Ganger, N. Y.

LOS ANGELES SOAP COMPANY, 617 East First Street, L. A., soaps. Adv. Exec.: E. M. Finehout. Agency: Raymond R. Morgan Company, Hollywood. Acct. Exec.: Raymond R. Morgan.

LOS ANGELES TIMES, 202 W. First, Los Angeles, newspaper. Adv. Exec.: Emile A. Hartford. Agency: Smalley, Levitt & Smith, L. A. Acct. Exec.: Edwin Brandt.

LOUISIANA SWEET POTATO ADV. & DEVELOPMENT COMMISSION, Domicile, Baton Rouge, sweet potatoes. Adv. Exec.: J. Felix Dezauche. Agency: Bauerlein, Hibernia Bank Bldg., New Orleans.

THE LOVABLE BRASSIERE Co., 180 Madison Ave., N. Y., brassieres. Adv. Exec.: Hal W. Feit. Agencies: Al Paul Lefton Co., N. Y. Acct. Exec.: Dorothy Hill. McKim Adv., Montreal.

JOE LOWE Corp., 601 W. 26th, N. Y., Popsicle, Fudgsicle, Creamsicle & Ice Cream-on-a-Stick. Adv. Exec.: Arthur S. Ensler. Agency: Blaine-Thompson Co., N. Y.

FREDERICK F. LOWENFELS & SON. Also HOTEL BAR FOODS INC., 16 Jay Street, New York 13, N. Y. Hotel Bar Butter. Adv. Exec.: Albert Lowenfels. Agency: Al Paul Lefton, N. Y. Acct. Exec.: Robt. Misch.

LUCKY LAGER BREWING Co., 2601 Newhall, San Francisco, Lucky Lager. Adv. Exec.: H. R. Henius. Agency: McCann-Erickson, S. F. Acct. Exec.: Burton C. Granicher.

LUCKY TIGER MFG. Co., 2901 Fairmount Ave., Kansas City, Mo., hair tonic, deodorant & shampoo. Adv. Exec.: S. W. Harris. Agency: Grant Adv., Chicago. Acct. Exec.: Hill Blackett, Sr.

LUDEN'S, 200 N. Eighth, Reading, Pa., cough drops & candy bar. Adv. Exec.: Geo. U. Dunlop. Agency: J. M. Mathes, N. Y. Acct. Exec.: Wilfred King.

LUICK ICE CREAM Co., 505 E. Capitol Dr., Milwaukee, ice cream. Adv. Exec.: H. A. Klatt. Agency: Al Herr Adv. Agency, Milwaukee.

FLORENCE LUSTIG OF N. Y., 54 E. 57th, N. Y., women's fashions. Adv. Exec.: Florence Lustig. Agency: The Bobley Co., N. Y. Acct. Exec.: Harry W. Bobley.

LUTHERAN LAYMEN'S LEAGUE, 3558 South Jefferson Avenue, St. Louis 18, Mo. Adv. Exec.: Gotham Advertising Company, N. Y.

LUX CLOCK MGF. Co., Waterbury, Conn., clocks & timing devices. Adv. Exec.: Robert H. Chirgwin. Agency: The Schuyler Hopper Co., N. Y.

SHEILA LYNN, 1400 Broadway, N. Y., misses' dresses. Adv. Exec.: Richard Cole. Agency: Ehrlich & Neuwirth, N. Y. Acct. Exec.: Norton Sobo.

M

JAMES McCREERY & Co., 5th Ave. & 34th, N. Y. 1. Adv. Exec.: Martin Jones.

McDONNELL AIRCRAFT Corp., P. O. Box 516, Lambert-St. Louis Municipal Airport, St. Louis 3, jet airplanes and helicopters. Agency: D'Arcy Adv., Missouri Pacific Bldg., St. Louis. Acct. Exec.: James B. Wilson.

McGRAW-HILL BOOK Co., 330 W. 42nd, N. Y. 18. Adv. Exec.: Harold W. McGraw Jr. Agencies: Denhard, Pfeiffer & Wells, N. Y.; Schwab & Beatty, N. Y.

McMAHAN'S FURNITURE STORES, Adv. Dept., 1429 4th St., Santa Monica, Calif., furniture. Adv. Exec.: Miss Miv Schaaf.

McNAIR'S YIELD-TESTED SEED Co., Box 706, Laurinburg, N. C., tobacco seed. Adv. Exec.: A. D. Stuart. TV Adv. Exec.: Dewey H. Evans Jr.

MABLEY & CAREW, Carew Tower, Cincinnati 2, department store. Adv. Exec.: Norbert Duehren.

MacLEVY TALENT STUDIOS & MacLEVY SLENDERIZING SALONS, 189 Lexington Ave., N. Y., courses in ballet, tap, voice and dramatics for children; slenderizing salons. Adv. Exec.: Clyde Matthews. Agency: Associated Ad Service, N. Y. Acct. Exec.: Robert Lipman.

MACY'S NEW YORK, Main Store: Broadway & 34th, N. Y. 1. Adv. Exec.: Victor M. Ratner. Agency: A. A. Grey Inc., N. Y. Acct. Execs.: Jack Wyatt and Joseph Bailey.

MADERA BONDED WINE & LIQUOR Co., 1300-1308 Russell, Baltimore 30, Md., Madera's wines and liquors. Adv. Exec.: Harvey B. Steinbach. Agency: Joseph Katz Co., Baltimore, Md. Acct. Exec.: E. Lyell Gunts.

MAGNA ENGINEERING Corp., 417 Montgomery, San Francisco 4, Calif. Adv. Exec.: R. L. Chambers. Agency: N. W. Ayer & Son, San Francisco.

MAGNAVOX Co., Bueter Rd., Ft. Wayne 4, Ind., Magnavox radio-phonographs, television, electronic devices. Adv. Exec.: Lauren K. Hagaman. Agency: Maxon Inc., Chicago. Acct. Exec.: Lester Sholty.

MAGNOLIA PETROLEUM Co., Magnolia Bldg., Dallas 1, Texas, petroleum products. Adv. Exec.: R. M. Carter. Agency: Ratcliffe Adv. Agency, Dallas.

MAGNUS HARMONICA Corp., 439 Frelinghuysen Ave., Newark 5, musical instruments. Adv. Exec.: Harold Prince.

MAHOGANY Assn., 75 East Wacker Dr., Chicago 1, mahogany lumber and veneer. Adv. Exec.: George N. Lamb. Agency: Buchen Co., Chicago.

MAIDEN FORM BRASSIERE Co., 200 Madison Ave., N. Y. 16, Maiden Form brassieres, girdles. Adv. Exec.: Dr. Joseph A. Coleman. Agency: Wm. H. Weintraub & Co., N. Y.

MAIER BREWING Co., 440 Aliso St., Los Angeles, beer. Adv. Exec.: John I. Edwards. Agency: John T. Edwards & Associates, L. A. Acct. Exec.: John I. Edwards.

MAIL POUCH TOBACCO Co., 40th & Water, Wheeling, W. Va., Mail Pouch and Wheeling Pollack Stogies; Kentucky Club, Irish Castle, Willoughby Taylor Smoking Tobacco. Adv. Exec.: W. L. Harris. Agency: Charles W. Hoyt Co., N. Y.

MAJESTIC RADIO & TELEVISION, Div. of Wilcox-Gay Corp., 385 Fourth Ave., New York 16, N. Y. Majestic Radio & Television Receivers. Adv. Exec.: Joseph G. DeVico.

MALBE, 525 7th Ave., N. Y. 18, Blouses. Adv. Exec.: Al Feit. Agency: Shephard & Edwards, N. Y.

MALL TOOL Co., 7740 So. Chicago, Chicago 19, Mall & Mallsaw Tools, "Mall" Drill, Portable Power Tools & Chain Saw. Adv. Exec.: A. W. Mall.

MALTEX Co., Burlington, Vt., Maltex Cereals. Adv. Exec.: John A. Dobson, Agency: Samuel Croot Co., N. Y. Acct. Exec.: S. C. Croot.

MANGELS, HEROLD Co., 1414 Key Hwy., Baltimore 30, King Syrup, King Po-T-Rik Molasses & Golden Crown Syrup. Agency: H. W. Buddemeier, Baltimore.

MANHATTAN SOAP Co., 441 Lexington Ave., N. Y., Sweetheart Soap and Blu-White Flakes. Adv. Exec.: Archie Tarr. Agency: Scheideler, Beck & Werner. Acct. Exec.: Joseph Scheideler.

B. MANISCHEWITZ Co. of New York, 673 Broadway, N. Y. 12, Matzos & Matzo Products. Adv. Exec.: Bernard Prensky. Agency: A. B. Landau Inc., N. Y. Acct. Exec.: Herman Younglieb.

MANNING, BOWMAN & CO., Miller & Pratt, Meriden, Conn., Electric Appliances. Adv. Exec.: W. H. Brodie. Agency: Foster & Davies, Cleveland. Acct. Exec.: Miles McKearney.

MANUFACTURERS & TRADERS TRUST Co., 284 Main, Buffalo 5. Adv. Exec.: Lewis G. Harriman. Agency: Comstock & Co., Buffalo. Acct. Exec.: Henry W. Comstock.

MARCAL PAPER MILLS, River Road, East Paterson, N. J. Kitchen Charm Waxed Paper, Marcal Paper Napkins. Adv. Exec.: N. Marcalus. Agency: Calkins & Holden, Carlock, McClinton & Smith, N. Y. Acct. Exec.: G. F. Morrow.

D. J. MARCEY Co., 77 W. Washington, Chicago, Arlac Remedy, Nodeo, Nicillin. Adv. Exec.: H. J. Brown. Agency: O'Neil, Larson & McMahon, Chicago.

HOTEL MARCY, Lake Placid, N. Y., Hotel. Adv. Exec.: Jack Davis. Agency: Lester Harrison Inc., N. Y.

MARDO SALES Co., 480 Lexington Ave., N. Y. 17, Mardo Watches (M.O.). Adv. Exec.: Joseph Sokol. Agency: Palace Advertising Service, N. Y. Acct. Exec.: J. R. Sokol.

MARINE ELECTROLYSIS ELIMINATOR Co., 617 Dearborn, Seattle 4, Wash., Red Devil Soot & Carbon Remover. Adv. Exec.: Arley Cheadle. Agency: Penman-Neil Adv. Agency, Seattle, Wash. Acct. Exec.: F. A. Bartlett.

MARINE TRUST Co. of Western New York, 237 Main St., Buffalo 3, Banking Services. Adv. Exec.: George J. Enser. Agency: BBDO, Buffalo. Acct. Exec.: Ted Higinbotham.

MARLIN FIREARMS Co., 79 Willow, New Haven, Conn., Guns & Razor Blades. Adv. Exec.: Roger Kenna. Agency: Duane Jones Co., N. Y. Acct. Exec.: Philip E. Genthner.

MARQUETTE NATIONAL BANK OF MINNEAPOLIS, 517 Marquette Ave., Minneapolis. Adv. Exec.: Merth E. Mortenson. Agency: Ray C. Jenkins A. A., Minneapolis. Acct. Exec.: Ray C. Jenkins.

C. H. MASLAND & SONS, Spring Road, Carlisle, Pa., Masland Beautiblend Broadloom Rugs; Hunting & Fishing Clothes & Carpets. Adv. Exec.: F. E. Masland Jr. Agency: Anderson & Cairns, N. Y. Acct. Exec.: Karl Knipe.

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. Co., Box 549, Mineola, L. I., N. Y., Mason Confections. Adv. Exec.: F. E. Magenheimer. Agency: Turner, Leach & Co., N. Y.

SALLY MASON Inc., 255 W. 36th St., N. Y. 18, Blouses, Dresses. Adv. Exec.: Nat Mason. Agency: Crofton, N. Y. Acct. Exec.: G. Goldstein.

MASTER RULE MFG. Co., 40 Mulberry, Middletown, N. Y., Steel Tape & Wood Rules. Adv. Exec.: R. C. Nicholson. Agency: Anderson & Cairns, N. Y.

JOHN W. MASURY & SON, 1700 Bayard, Baltimore, Paints. Adv. Exec.: Geo. V. Wise. Agency: H. W. Buddemeier Co., Baltimore.

MAURER-NEUER Corp., 1221 Baltimore, Kansas City 6, Meat Packers. Adv. Exec.: A. B. Maurer. Agency: C. Wendel Muench & Co., Chicago.

HOTELS MAYFAIR AND LENNOX, 8th & St. Charles, St. Louis 1. Adv. Exec.: Anne Taylor. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: E. A. W. Schulenburg.

MEGOWEN-EDUCATOR FOOD Co., 27 Jackson St., Lowell, Mass, Educator Crax, Clix, Cape Cod Cookies. Adv. Exec.: Ralph G. Smith. Agency: John C. Dowd Inc., Boston. Acct. Exec.: Lawrence Duane.

B. MEIER & SON, 209 Bronx Terminal Market Bldg., Bronx, N. Y., canned meat & food products. Adv. Exec.: Edwin Meier. Agencies: Arthur Meyerhoff, Chicago. Acct. Exec.: Ben Green. Edwin Meier & Sons, N. Y. Acct. Exec.: E. Meier. Marketers Inc., Los Angeles.

MELETIO SEA FOOD Co., 828 No. 6th St., St. Louis 1, Golden Dipt. Adv. Exec.: John H. Meletio. TV Adv. Exec.: Al Maescher. Agency: Oakleigh R. French, St. Louis. Acct. Exec.: Al Maescher.

MELLINGER Co., 1418 Westwood Blvd., L. A. 24, Mellinger World Trade Course. Adv. Exec.: B. L. Mellinger. Agency: Paul Jones & Assoc., L. A. Acct. Exec.: G. L. Hambaugh.

MEMPHIS PUBLISHING Co., 495 Union Ave., Memphis 1, Tenn. Commercial Appeal & Memphis Press Scimitar. Adv. Exec.: Plez R. Pettit.

MENNEN Co., 345 Central Ave., Newark 4, N. J., Mennen Shave Products & Mennen Baby Products. Adv. Exec.: Leonard V. Colson. Agencies: Kenyon & Eckhardt, N. Y. Acct. Exec.: G. F. Lathrop. Grey Adv. Agency, N. Y. Acct. Exec.: L. B. Block.

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NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

MERIT GREETING CARD Co., 370 Plane, Newark 2, N. J. Adv. Exec.: L. Peck. Agency: Louis F. Herman, Newark, N. J.

METAL TEXTILE Corp., 647 East First Ave., Roselle, N. J., Chore-Boy, Chore-Girl, Chore-Chum, Metal Knitted Products. Adv. Exec.: Barclay A. Kingman. Agency: Franklin Fader Co., Newark. Acct. Exec.: Franklin Fader.

ADRIEN MEY & Co., 230 5th Ave., N. Y. 1, C-B cottons, Penguin Wools, Art Needlework Supplies. Agency: Wilson, Haight & Welch, N. Y. Acct. Exec.: Howard B. Shaw.

MEYENBERG MILK PRODUCTS Co., Russ Bldg., San Francisco 4, Calif., Meyenberg's All-Pure Evaporated Milk & Condensed Sweetened Milk. Adv. Exec.: John P. Meyenberg. Agency: Mayers Co., L. A. Acct. Exec.: J. P. Shelley.

MICHIGAN BULB Co., 950 Monroe Ave., Grand Rapids 2, Mich., Flower Bulbs. Adv. Exec.: Forrest C. Laug. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter McWilliams.

MICHIGAN MUTUAL LIABILITY Co., 163 Madison Ave., Detroit 26, Mich., Casualty Insurance. Adv. Exec.: Walter E. Otto. Agency: Otto & Abbs, Detroit.

MICKELBERRY'S FOOD PRODUCTS Co., 801 W. 49th Place, Chicago 9, Mickelberry's Old Farm Sausage, Meat Specialties. Adv. Exec.: M. Mickelberry. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

MID-CONTINENT PETROLEUM Corp., Mid-Continent Bldg., Tulsa 2, Okla. D-X & Diamond lubricants. Adv. Exec.: Dale Rogers. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: J. B. Woodbury.

MIDLAND MFG. PRODUCTS Co., 12866 Woodward, Detroit 3, Plastic Toys, Novelties & Household Items. Adv. Exec.: Robert A. Dishell. Agency: Denman & Betteridge Inc., Detroit.

MILES LABORATORIES, 1127 Myrtle, Elkhart, Ind., Alka-Seltzer, Nervine, One-A-Day Vitamins; Tabcin, Bactine. Adv. Exec.: H. S. Thompson. Agencies: Wade A. A., Chicago, Robt. H. Otto & Assoc., N. Y. Acct. Executives: W. A. Wade and R. H. Otto.

MILFORD FARMS, Milford, Pa., Saladier French Dressing Mix. Adv. Exec.: S. Salzman. Agency: Bass & Co., Inc., N. Y.

MILLER-BECKER Co., 6411 Central Ave., Cleveland 4, Ohio, Cotton Club Beverages. Adv. Exec.: Rudy Miller. Agency: Lang, Fisher & Stashower, Cleveland. Acct. Exec.: Alvin B. Fisher.

MILLER BREWING Co., 4000 W. State, Milwaukee 1, Miller High Life Beer. Adv. Exec.: Vernon S. Mullen Jr. Agency' Mathisson & Assoc., Milwaukee.

MILLER MFG. Co., 5919 Tireman Ave., Detroit 4, Kardek Car-Top Carriers. Adv. Exec.: J. W. McDougal. Agency: Hendrick Adv. Agency, Detroit, Mich. Acct. Exec.: Charles T. Hendrick.

I. MILLER PICKLES Inc., 337 Payne Ave., North Tonawanda, N. Y. Pickle Products. Adv. Exec.: I. Miller. Agency: Ellis Adv. Co., Erlanger Theatre Bldg., Buffalo. Acct. Exec.: Edward C. Pohl.

MILLER & RHOADS, Richmond 17, Va. Department Store. Adv. Exec.: C. Carroll Wyatt. Agency: Douglas D. Simon Adv., N. Y. Acct. Exec.: Chas. Sandak.

MILLER TABLE PAD & VENETIAN BLIND MFG. Co., 1260 Coney Island Ave., Brooklyn 30, Venetian Blinds, Table Pads, etc. Adv. Exec.: Ned Miller. Agency: Bobley Co., N. Y. Acct. Exec.; Lloyd S. Howard.

MILNOT Co., S. State St., Litchfield, Ill., milnot. Adv. Exec.: Martin F. Hauser. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: R. E. White.

MILROSE PRODUCTS Co., 306 . W. 117th, N. Y., Rad Cleaner. Adv. Exec.: Regina Rudinger. Agency: Frederick-Clinton Co., N. Y.

E. N. MIMMS Co., 908 Mason St., Louisville 4, electric fans. Adv. Exec.: E. N. Mimms.

MINERVA WAX PAPER Co., 1430 Grant Blvd., Minerva, Ohio. Wax Papers & Foil. Adv. Exec.: A. F. Gluck. Agency: H. Grider Adv., Cleveland.

MINNESOTA MINING & MFG. Co., St. Paul 6, 3-M Coated Abrasives, Wetordry Sandpaper, Scotch Brand Tapes, Sandblast Stencil, 3-M Adhesives. Adv. Exec.: C. O. Moosbrugger. Agency: BBDO, Minneapolis. Acct. Exec.: Porter E. Harder.

MINNESOTA PAINTS, 1101 S. 3rd, Minneapolis 15, Paints, Varnishes. Adv. Exec.: C. A. Carlson. Agency: Nelson-Willis, Minneapolis. Acct. Exec.: Herb Willis.

MINUTE MAID Corp., 488 Madison Ave., N. Y. 22, Quick Frozen Orange Juice Concentrate. Adv. Exec.: Ambrose E. Stevens. Agency: Ted Bates & Co., N. Y.

MINUTE MOP Co., 18 E. 3rd, Chicago 16, Minute Mop mops. Adv. Exec.: J. L. Ellman. Agency: Guenther-Bradford & Co., Chicago.

MIRACLE ADHESIVES Corp., 214 East 53rd, N. Y. 22, Miracle Adhesives, R-Mir-Dek Plastic Protective Coatings. Adv. Exec.: E. R. Falkenburg. Agency: Cayton Inc., N. Y.

MIRACLOTH Corp., 400 W. Madison, Chicago 6, Miracloth Cleaner. Adv. Exec.: R. G. Maus. Agency: Campbell-Mithun, Chicago. Acct. Exec.: Gordon Bamberger.

MISSION MACARONI Co., 1102 8th, So., Seattle 4, Wash., Macaroni, Spaghetti & Egg Noodle Products. Adv. Exec.: Guido P. Merlino. Agency: Taskett Adv. Agency, Seattle.

M & M, Ltd., 200 No. 12th, Newark 7, M & M's Candy Coated Chocolate. Adv. Exec.: Chas. White. Agency: Wm. Esty Co., N. Y. Acct. Exec.: Mark Byron.

MOBO TOYS Inc., 1407 Broadway, N. Y. 18, Mobo Toys. Adv. Exec.: Robert Gould.

MOHAWK CARPET MILLS, Lyon St., Amsterdam, N. Y., Rugs & Carpets. Adv. Exec.: Howard L. Shuttleworth.

MOJUD HOSIERY Co., 36-46 33rd, Long Island City 6, N. Y., Mojud Hosiery. Agency: Grey A. A., N. Y. Acct. Exec.: Joseph Lorin.

MOLSON'S BREWERY Ltd., 1670 Notre Dame St. E., Montreal, Canada, ale & porter. Adv. Exec.: Armand Pambrun. Agency: Cockfield, Brown & Co., Montreal. Acct. Exec.: Joe McDougall.

MONARCH WINE Co., 4500 Second Ave., Brooklyn 32, N. Y., Monarch's Gold Ribbon Wine & Manischewitz Kosher Wine. Agency: Donahue & Coe, N. Y. Acct. Exec.: Chas. E. Patrick.

MONSANTO CHEMICAL Co., Plastics Div., 600 Monsanto Ave., Springfield 2, Mass., Monsanto Plastic Materials. Agency: Gardner Adv. Co., N. Y. Acct. Exec.: T. R. Snyder.

MONTAG BROS., 182 Marietta, Atlanta 3, Social Stationery. Adv. Exec.: Morton L. Weiss. Agency: Liller, Neal & Battle A. A., Atlanta.

MONTANA CHAMBER OF COMMERCE, Helena, Mont., Travel Development Services.

MONTANA FLOUR MILLS Co., 1635 Merwin, Cleveland 13, Sapphier Flour & Cereals. Adv. Exec.: O. L. Spencer. Agency: Hubbell Adv. Agency Inc., Cleveland. Acct. Exec.: Frank Hubbell.

JULES MONTENIER Inc., 440 W. Superior, Chicago 10, Stopette Spray Deodorant, Poof. Agency: Earle Ludgin & Co., Chicago.

MONTICELLO DRUG Co., 75 Broad St., Viaduct, Jacksonville 4, Fla., 666 Malarial & Cold Prep. (liquid), Cold Tablets, Salve, Nose Drops. Adv. Exec.: Mrs. M. A. Christman. Agency: Chas. W. Hoyt Co., N. Y. Acct. Exec.: J. R. Roberts.

PHILIP MORRIS & Co., 100 Park Ave., N. Y. 17. English Ovals, Players, Philip Morris, Marlboro Cigarettes, Bond Street, Revelation & Country Doctor Smoking Tobacco, Spud, Dunhill Cigarettes. Adv. Exec.: Patrick H. Gorman. Agencies: Biow Co., N. Y., Albert Woodley Co., N. Y., Cecil & Presbrey, N. Y. Acct. Exec.: M. H. Biow.

MORTON PACKING Co., 714 Brent, Louisville 4, Mortons' Prepared Chicken A la King. Adv. Exec.: Geo. E. Egger. Agency: Ralph H. Jones Co., Cincinnati.

MOTHER'S CAKE & COOKIE Co., 810 81st Avenue, Oakland 21, Calif., Cookies. Adv. Exec.: T. H. Wilson. Agency: Jewell Adv. Agency, Oakland. Acct. Exec.: Ralph Jewell.

MOTOROLA Inc., 4545 Augusta Blvd., Chicago 51, Motorola Radio & Television Receivers. Adv. Exec.: Ellis L. Redden. Agencies: Gourfain-Cobb A.A., Chicago. Ruthrauff & Ryan, Chicago.

MRS. BAIRD'S BAKERIES, Dallas, Mrs. Baird's Bread. Adv. Exec.: Roland W. Baird. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Morris Hite.

MRS. BENTZEN'S COOKIES, Burlingame, Calif., Cookies. Adv. Exec.: C. H. Anderson. Agency: Elliott-Daly & Sherman, San Francisco.

MRS. PAULS KITCHENS Inc., 179 East St., Phila. 27, Pa., Frozen Prepared Seafood. Adv. Exec.: Edward J. Piszek. Agency: Aitkin Kynett, Phila. Acct. Exec.: H. B. Montgomery.

MUNTZ TV Inc., 1735 Belmont Ave., Chicago 13, Television Receivers. Adv. Exec.: E. W. Muntz. Agency: Michael Shore Adv., Chicago. Acct. Exec.: Michael Shore.

MURDOCK DISTRIBUTORS, 9124 Sunset Blvd., L. A. 46, Suffo Insecticide & Deodorizer, Sterimatic Sterilization Unit. Adv. Exec.: Ray Kennedy. Agency: L. W. Ramsey Adv. Agency, Calif. Acct. Exec.: Frank R. Capka.

C. H. MUSSELMAN Co., Biglerville, Pa., Musselman's Food Products. Agency: Clements Co., Philadelphia.

D. MYERS & SONS, Sherwood & Curtain Ave., Baltimore 18, French Moderns Shoes. Adv. Exec.: Elkan L. Ries.

MY-KO CHEMICAL Corp., 312 N. Water, Milwaukee 2, Myro Stove & Porcelain Cleaner & Kotofom Rug & Upholstery Cleaner. Adv. Exec.: Julian S. Hytken. Agency: Loise Mark & Assoc., Milwaukee. Acct. Exec.: Loise Mark.

MYSTIC FOAM Corp., 2003-07 St. Clair Ave., Cleveland, upholstery, rug and fabric cleaner. Adv. Exec.: Frank Lamorelle. Agency: Carpenter Adv., Cleveland.

N

NALLEY'S Inc., 3410 S. Lawrence, Tacoma 1, Wash., mayonnaise, salad dressing, syrup, pickles, relish and potato chips. Adv. Exec.: Jos. G. Lohman. Agencies: The Condon Co., Inc., Tacoma; Ruthrauff & Ryan Inc., Seattle.

NARDIS SPORTSWEAR, 409 Browder, Dallas 1, misses' and juniors' sportswear. Adv. Exec.: Allen J. Gold. Agency: J. B. Taylor Inc., Dallas. Acct. Exec.: Tevis Bennett.

NARRAGANSETT BREWING Co., Elmwood Station, Providence 7, R. I., Narragansett Ale and Lager Beer. Adv. Exec.: John W. Haley. Agency: Standish Inc., Providence.

NASH-KELVINATOR Corp. (Kelvinator Div.), 14250 Plymouth Rd., Detroit 32, electric refrigerators, water coolers, electric ranges, home freezers, condensing units, electric water heaters, ice cream cabinets, bottled beverage coolers. Adv. Exec.: J. C. Bonning. Agency: Geyer, Newell & Ganger Inc., Detroit. McKim Advertising Ltd., Toronto, Ont., Canada. Acct. Exec.: R. L. Wolfe.

NASH-KELVINATOR Corp. (Nash Motors Div.), 14250 Plymouth Rd., Detroit 32, Mich., Nash motor cars. Adv. Exec.: N. F. Lawler. Agencies: Geyer, Newell & Ganger Inc., Detroit.; Jo Kim Adv., Ltd., Toronto, Ont. Acct. Exec.: John McQuigg.

NATCO Inc., 4401 W. North Ave., Chicago 39, Natco sound projector. Adv. Exec.: George Factor. Agency: Gordon Best Co., Inc., Chicago, Ill. Acct. Exec.: Burton G. Feldman.

NATIONAL BISCUIT Co., 449 W. 14th St., N. Y. 14, Uneeda biscuits, Nabisco shredded wheat, Wheatsworth, Snow Flake, Crackers and other baking products, Nabisco Finer Milled 100% Bran, Ritz crackers and Milk-Bone dog food. Adv. Exec.: George Ollva. Agencies: McCann-Erickson N. Y. Needham & Grohmann, N. Y. MacLaren Adv. Co., Ltd., Toronto, Ont.

NATIONAL BREWING Co., 3602 O'Donnell, Baltimore 24, National Premium Beer, National Bohemian Beer. Adv. Exec.: Norman S. Almony. Agency: Owen & Chappell Inc., N. Y. Acct. Exec.: John Schneider.

NATIONAL BROADCASTING Co., Inc., 30 Rockefeller Plaza, N. Y. 20, AM, FM and TV Broadcast Adv., Network, Spot and Local. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: Arthur C. Farlow.

NATIONAL Co., 61 Sherman, Malden, Mass., radio receivers. Adv. Exec.: Edgar R. Emery.

NATIONAL CARBON COMPANY, DIVISION UNION CARBIDE & CARBON CORPORATION, 30 East 42nd Street, N. Y. 17, anti-freeze. Adv. Exec.: A. J. Housman. Agency: Wm. Esty Co. Inc., N. Y. Acct. Exec.: J. F. Behan, Jr.

NATIONAL CHEMICAL & MFG. Co., 3617 S. May, Chicago 9, Luminall paints, Marb-L-Cote paint products, X-Cell-All paint and varnish removers. Agency: Petesch Hecht & O'Connor Inc., Chicago.

NATIONAL DAIRY PRODUCTS Corp., 230 Park Ave., N. Y. 17, Sealtest Ice Cream and dairy products, Kraft Foods. Adv. Exec.: Glenn Gundell. Agencies: N. W. Ayer & Son., N. Y. J. Walter Thompson Co., Chicago.

NATIONAL DIE CASTING Co., Touhy Ave., Chicago 45, Juice King, Brac-King, food choppers, ricers and knife sharpeners and Heat-King heaters. Adv. Exec.: G. W. Hanney. Agency: O'Grady-Andersen-Gray Inc., Chicago. Acct. Exec.: Wm. O'Grady.

NATIONAL GUARD BUREAU, Pentagon Bldg., Washington, D. C., personnel procurement. Agency: Robert W. Orr & Assoc., N. Y.

NATIONAL OATS Co., 1515 H Ave., N.E., Cedar Rapids, Ia., 3-Minute quick and old fashioned oats, 3-Minute Pop Corn, 3-Minute Raisin oats, 3-Minute grits and meal. Adv. Exec.: H. F. Kemp. Agencies: L. W. Ramsey Adv., Davenport, Ia. Irwin Vladimir & Co., Inc., N. Y. Acct. Exec.: A. C. Naeckel.

NATIONAL SHAWMUT BANK, 40 Water Street, Boston 6, banking. Adv. Exec.: John J. Barry. Agency: Biow Co. Inc., N. Y. Acct. Exec.: John E. Hamm.

NATIONAL TEA CO., 1000 N. Crosby, Chicago 10, groceries, produce, meats, (food stores). Agency: Schwimmer & Scott, Chicago.

NATIONAL SUGAR REFINING Co., 129 Front Street, N. Y. 5, Jack Frost sugar, Quaker sugar. Adv. Exec.: P. R. Copeland. Agencies: Young & Rubicam, N. Y. Acct. Exec.: T. J. Smith. Fletcher D. Richards, N. Y. Acct. Exec.: R. Romeyn.

NEDICKS, Inc., 44 West 143rd Street, N. Y. 37, Nedicks orange drink concentrate and Nedicks stores. Adv. Exec.: Daniel B. Scully. Agency: Wiess & Geller, N. Y. Acct. Exec.: Max Tendrich.

B. NELSON Co., 10 E. 39th St., N. Y. 16, shoe remodelling, dyeing and orthopedic work, conformal shoe chain. Agency: Rockmore Co., N. Y. Acct. Exec.: Milton M. Rockmore.

NELSON BROS. FURNITURE Co., 4840 Broadway, Chicago 40, retail furniture stores. Adv. Exec.: A. L. Blinder. Agency: Geo. H. Hartman Co., Chicago. Acct. Exec.: Thos. Kivlan.

NESCO Inc., 201 N. Michigan Ave., Chicago 1, Nesco decorated ware, tinware, galvanized ware, kerosene stoves, ranges, heaters, electric roasters and casseroles, electric heaters and steel drums. Adv. Exec.: Joseph F. Manning Jr. Agency: Roche, Williams and Cleary Inc., Chicago. Acct. Exec.: J. M. Cleary.

NESTOR JOHNSON MFG. Co., 1900 N. Springfield Ave., Chicago. Adv. Exec.: R. Notz. Agency: Aubrey, Moore & Wallace Inc., Chicago. Acct. Exec.: Leonard Krick.

NETTLE CREEK INDUSTRIES Inc., South First St., Richmond, Ind., Lazy-back foam rubber casual pillows. Agency: Henri, Hurst and McDonald Inc., Chicago. Acct. Exec.: E. W. Leach.

NEWELL GUTRADT Co., 368 Fremont, San Francisco 5, Stryker's soap and cleaner. Adv. Exec.: A. Haas Jr. Agency: Guild, Bascom and Bonfigli, San Francisco.

NEW ENGLAND COKE Co., 250 Stuart Street, Boston 16, New England coke. Adv. Exec.: Rudolph Bruce. Agency: J. T. Chirurg, Boston. Acct. Exec.: W. Shepardson.

NEW ENGLAND CONFECTIONERY Co., 254 Mass. Ave., Cambridge 39, Mass., Necco candies. Adv. Exec.: Wade Jones. Agency: C. J. LaRoche & Co., Inc., N. Y.

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NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

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NEW ENGLAND FISH Co., Exchange Bldg., Seattle 4, Wash., Pillar Rock and Pink Beauty canned salmon, Chillets, packaged frozen fish. Agency: Pacific National Adv., Seattle. Acct. Exec.: Frank Horsley.

NEWLY WEDS BAKING Co., 2453 S. Indiana, Chicago, Ice Cream 'N Cake Roll. Adv. Exec.: Paul Angell. Agency: Russel M. Seeds Co., Chicago. Acct. Exec.: Fred W. Swanson.

NEW YORK STATE DEPARTMENT of COMMERCE, 112 State St., Albany, travel and business promotion. Adv. Exec.: Herbert C. Campbell. Agency: BBDO, New York. Acct. Exec.: Philip Carling.

NEW YORK TELEPHONE COMPANY, 140 West Street, N. Y. 7, telephone service and classified telephone directory. Adv. Exec.: Kennerly Woody. Agency: BBDO, N. Y. Acct. Exec.: Don Velsey.

NICOLAY-DANCEY Inc., 5801 Grandy, Detroit, New Era potato chips. Adv. Exec.: A. R. Pegler. Agency: Tom Schroeder Agency, Chicago. Acct. Exec.: Tom Schroeder.

M. NIRENBERG SONS Inc., 1140 Broadway, N. Y. 1, Lion of Troy shirts and sportswear. Agency: Jules Mirel Adv., N. Y.

NOMA ELECTRIC Corp., 55 W. 13th St., N. Y. 11, Noma Xmas tree lights, bubble lites and bubble lite tree. Adv. Exec.: H. J. Williams. Agency: Albert Frank-Guenther Law, N. Y.

NORBEST TURKEY GROWERS Assn., 212-214 Utah Oil Bldg., Salt Lake City 11, Utah, Norbest fresh and frozen turkeys and turkey hatching eggs. Agency: David W. Evans Adv., Salt Lake City. Acct. Exec.: David W. Evans.

NORGE DIVISION, BORG-WARNER Corp., Merchandise Mart, Chicago 54, refrigerators, washers, conventional and automatic gas ranges, electric ranges, electric water heaters, home freezers. Adv. Exec.: C. H. MacMahon. Agency: J. Walter Thompson Co., Chicago.

NORMA PENCIL Corp., 137 W. 14th St., N. Y. 11, Norma multicolor pencils. Adv. Exec.: Samuel Jacobs. Agency: William G. Seidenbaum & Co., N. Y. Acct. Exec.: Wm. G. Seidenbaum.

NORTHWESTERN BELL TELEPHONE Co., 118 S. 19th St., Omaha 2, Neb., telephone service. Adv. Exec.: Robert L. Howard. Agency: BBDO, Minneapolis. Acct. Exec.: J. P. Devaney.

NORTHWESTERN NATIONAL BANK OF MINNEAPOLIS, 620 Marquette Ave., Minneapolis, banking. Adv. Exec.: Richard H. Stebbins. Agency: Campbell-Mithun Adv., Minneapolis. Acct. Exec.: Kenneth Ruble.

NU-ENAMEL Corp., 444 Lake Shore Dr., Chicago, paints and enamels. Adv. Exec.: G. N. Portner. Agency: Ewell & Thurber Assoc., Chicago. Acct. Exec.: Earl Sproul.

NU TONE Inc., Madison & Red Bank Rds., Cincinnati 27, door chimes, push buttons, transformers, electric signal devices, ventilating fans, house numbers. Adv. Exec.: Frank J. Smith. Agency: Rand-Ries Adv., Cincinnati. Acct. Exec.: David Rand.

NUTRENA MILLS Inc., 200 Grain Exchange, Minneapolis 15, livestock and poultry feeds. Adv. Exec.: E. C. Fuller. Agency: Bruce B. Brewer & Co., Kansas City. Acct. Exec.: Quentin Brewer.

NYCOL PRODUCTS Inc., 801 Hackett St., Ionia, Mich., antiseptic solution. Adv. Exec.: Herbert A. Hymer. Agency: Wallace Lindeman, Grand Rapids.

NYO-LENE LABS., 426 Washington, N. Y. 13, Nyola Nail film coloring. Adv. Exec.: K. J. Hamm. Agency: Dorrance-Waddell Inc., N. Y. Acct. Exec.: Eugene Waddell.

O

O'BRIEN Corp., 2001 W. Washington Ave., South Bend, Ind., varnishes, enamels, paints & lacquers. Adv. Exec.: Harry F. Koehler. Agency: Jones & Taylor & Asso., South Bend. Acct. Exec.: James Taylor.

OCULINE Co., 451 N. Cannon Dr., Beverly Hills, Calif., eye drops, bath, salve & pads. Adv. Exec.: A. R. Stern. Agency: Ted H. Factor Agency, Los Angeles.

ODIN STOVE MFG. Co., 314 W. 12th, Erie, Pa. Odin Beautyrange. Agency: John Harder Fenstermacher, Corry, Pa.

OERTEL BREWING Co., 1400 Story Ave., Louisville 6, Oertels 92 Beer. Agency: M. R. Kopmeyer Co., Louisville. Acct. Exec.: M. R. Kopmeyer.

O'KEEFE & MERRITT Co., 3700 E. Olympic Blvd., Los Angeles 23, Calif. Agency: R. B. Atchison, Los Angeles.

O'KEEFE'S Inc., Ellicott Sq. Bldg., Buffalo 3, N. Y. O'Keefe Ale, Beer and Stout. Agency: Armand S. Weill Co., Buffalo.

OKLAHOMA CLOTHING MFRS., Leonhardt Bldg., Oklahoma City, Okla., Tuffles & Ruffles. Adv. Exec.: Jacob Greenberg. Agency: George Knox Adv., Okla. City. Acct. Exec.: George Knox.

OLD READING BREWERY Inc., 9th & Laurel Sts., Reading, Pa., beer. Adv. Exec.: Harry Fischman. Agency: Ruthrauff & Ryan, N. Y.

OLLENDORFF WATCH Co., 20 West 47th St., N. Y., 19, Gotham Watches. Adv. Exec.: Herbert Ollendorff. Agency: H. C. Morris, N. Y. Acct. Exec.: Herman Morris.

OLNEY & CARPENTER, Wolcott, N. Y. O and C Potato sticks. Adv. Exec.: Harry H. Davis. Agency: Fuller & Smith & Ross, N. Y. Acct. Exec.: F. B. Duncan.

OLYMPIC RADIO & TELEVISION Inc., 34-01 38th Ave., Long Island City 1, N. Y., Television Receivers. Adv. Exec.: George F. Bart. Agency: Hicks & Griest, N. Y. Acct. Exec.: Harry Hicks.

OMAR Inc., 1910 Harney St., Omaha, Neb., Baked Goods. Adv. Exec.: John Gardner. Agency: Fitzmorris-Miller, Chicago. Acct. Exec.: Charles Fitzmorris.

OMNIBOOK MAGAZINE, 76 9th Ave., N. Y., magazine. Adv. Exec.: William K. Hutson. Agency: Huber Hoge & Sons, N. Y. Acct. Exec.: Cecil C. Hoge.

ONTARIO BISCUIT Co., Div. of United Biscuit Co. of America, P. O. Box 977, Buffalo 5, Club Crackers & Graham Crackers. Adv. Exec.: Donald K. Templeton. Agency: Moss Chase, Buffalo. Acct. Exec.: Edmund J. Felt.

ORANGE-CRUSH Co., 318 W. Superior St., Chicago, soft drinks. Adv. Exec.: Donald E. Roettger. Agency: Fitzmorris & Miller, Chicago. Acct. Exec.: Charles Fitzmorris.

ORCHARD INDUSTRIES, 18404 Morang Rd., Detroit, fishing rods. Adv. Exec.: Don H. Collns. Agency: Keeling & Co., Indianapolis. Acct. Exec.: Ralph Roberts.

ORIENTAL FOODS Inc., 4100 S. Broadway, Los Angeles, canned Chinese foods. Adv. Exec.: Peter Hyun, Jr. Agency: Coleman-Jones, L. A. Acct. Exec.: Jerry Coleman.

OSHKOSH MOTOR TRUCK, 2302 Oregon, Oshkosh, Wisc., four wheel drive trucks. Adv. Exec.: J. P. Mosling. Agency: Geer-Murray Co., Oshkosh.

JOHN OSTER MFG. Co., 1 Main, Racine, Wis., electric mixers, lather machines, cocktail, fountain and household mixers, hair dryers, massage instruments. Adv. Exec.: Preston Borom. Agency: Ivan Hill Inc.

OWENS-CORNING FIBERGLAS Corp., Nicholas Bldg., Toledo, Ohio, Fiberglas products. Adv. Exec.: Peter J. Fludge. Agency: Fuller & Smith & Ross, Cleveland. Acct. Exec.: John R. Mitcheltree.

P

PABST BREWING Co., 221 North LaSalle St., Chicago, Pabst Blue Ribbon beer and ale. Adv. Exec.: Nathan Perlstein. Agency: Warwick & Legler, N. Y. Acct. Exec.: Henry Legler.

PACIFIC BREWING & MALTING Co., San Jose, Calif., beer. Adv. Exec.: A. Geoffrey. Agency: Elliott, Goetze & Boone, San Francisco.

PACIFIC CITRUS PRODUCTS Co., P. O. Box 392, Fullerton, Calif., punch. Adv. Exec.: Claud F. Sympson. Agency: Atherton Adv. Agency, Los Angeles.

PACIFIC CRACKER Co., 6233 S. Gramercy Place, Los Angeles, crackers. Adv. Exec.: Fred Heaton. Agency: Mogge-Privett, L. A. Acct. Exec.: Norton W. Mogge.

PACIFIC OLIVE Co., P. O. Box 708, Visalia, Calif., olives. Adv. Exec.: John D. Seaman. Agency: Abbott Kimball Co. of Calif., Los Angeles. Acct. Exec.: Jimmy Fritz.

PACKARD-BELL Co., 12333 West Olympic Boulevard, Los Angeles 64, receivers. Adv. Exec.: Robert H. Thompson Jr. Agency: Elwood J. Robinson, Los Angeles. Acct. Exec.: Jack Haynes.

PACKARD MOTOR CAR Co., 1580 E. Grand Blvd., Detroit, cars. Adv. Exec.: Hugh W. Hitchcock. Agency: Young & Rubicam, N. Y. Acct. Exec.: E. E. Potter.

PALM BEACH Co., 240 W. 7th, Cincinnati, men's suits. Adv. Exec.: Albert L. Morse. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Kenneth D. Stewart.

PALMER CHEMICAL Co., 1601 Forest, Georgetown, Tex., plastic film. Adv. Exec.: Harry T. Moriarity.

PANTHER-PANCO RUBBER Co., 22 Willow, Chelsea, Mass., heels and soles. Adv. Exec.: David Prupas. Agency: Hirshon-Garfield, N. Y.

PARAGON ELECTRIC Co., Two Rivers, Wis., time controls for home, farm and industry. Adv. Exec.: G. E. Petrus. Agency: Klau-Van Pieterson—Dunlap Assoc., Milwaukee. Acct. Exec.: W. Tate.

PARFUMS CORDAY, 730 Fifth Ave., N. Y., perfumes and dusting powder, cologne and bath preps. Adv. Exec.: Rudolph Storfer. Agency: Peck Adv. Agency, N. Y. Acct. Exec.: Norman Mack.

THE PARKER PEN Co., Court & Division, Janesville, Wis., fountain pens, mechanical pencils, desk sets and lighters. Adv. Exec.: David G. Watrous. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: A. E. Hanser. Tatham-Laird, Chicago. Walsh Adv. Co., Windsor, Ont. Acct. Exec.: Gar Ryan.

PARKWAY BAKING Co., 1238 Ridge Ave., Philadelphia, bread. Adv. Exec.: G. L. Conly. Agency: J. M. Korn & Co., Phila.

PARSONS AMMONIA Co., 10 Rector, N. Y., household ammonia. Adv. Exec.: P. C. Ingham. Agency: Brisacher Wheeler & Staff, N. Y.

PAUKER BOYSWEAR Corp., 25 W. 31st. N. Y., boys' sweaters and cotton T shirts. Adv. Exec.: W. R. Appleby. Agency: C. J. Herrick Assoc., N. Y.

PAXTON & GULLAGHER Co., 9th & Jones Sts., Omaha, Neb., Butter Nut coffee. Adv. Exec.: Edward A. Creighton Jr. Agency: Buchanan-Thomas Adv. Co., Omaha. Acct. Exec.: Chas. Hasding, III.

PAYNE FURNACE DIV., 801 Royal Oaks, Monrovia, Calif. Adv. Exec.: Joseph J. Merlo. Agency: Hixson & Jorgenson, Los Angeles. Acct. Exec.: Joel Benton.

PEARLESS LAUNDRY SERVICE Ltd., 5862 S. Main St., Los Angeles, laundry, dry cleaning and rug cleaning. Adv. Exec.: A. L. McCants. Agency: C. B. Juneau Inc., Beverly Hills. Acct. Exec.: Ed Bodine.

PEARSON PHARMACAL Co., 154 W. 14th St., New York 11, chlorophyll tablets. Adv. Exec.: Richard A. Duff. TV Adv. Exec.: L. E. Amstey. Agency: H. B. Cohen Adv. Co., N. Y. Acct. Exec.: Stuart Smith.

PEE WEE HOUSE, 11046 Barman, Culver City, Calif., mail order items. Adv. Exec.: Gener Rubin. Agency: Hal Seidel Adv., Hollywood.

PEERLESS CAMERA STORES, 138 E. 44th, N. Y., cameras and photo supplies. Adv. Exec.: Morris Bragin. Agency: Newmark's Adv. Agency, N. Y. Acct. Exec.: Samuel E. Zipser.

PEERLESS Co., 231 Main, Pawtucket, R. I., department store. Adv. Exec.: Arthur O. Marcello. Agency: Fitzgerald, Providence. Acct. Exec.: Frank McCabe.

PEGGY MARTIN BLOUSE & SPORTSWEAR, 48 W. 37th, N. Y., originals. Adv. Exec.: Irving S. Friedman.

PENICK & FORD, LTD. Inc., 420 Lexington Ave., New York 17, My-T-Fine desserts, Br'er Rabbit molasses and syrup, Vermont Maid syrup, Penick syrup. Adv. Exec.: Charles F. Fleischmann. Agencies: BBDO, N. Y. Acct. Exec.: Charles Dalton. J. Walter Thompson, N. Y. Acct. Exec.: Robert Shivey.

PENNSYLVANIA SUGAR DIV., 12 Front, N. Y., sugar. Adv. Exec.: W. O. L. Stanton. Agency: Fletcher D. Richards, N. Y. Acct. Exec.: Radcliffe Romney.

THE PENNZOIL Co., (of Calif.), 94 S. Hope, Los Angeles, motor oils and lubricants. Adv. Exec.: D. V. Monroe. Agencies: Fuller & Smith & Ross, Cleveland. Acct. Exec.: E. J. Martin. Mayers Co., L. A. Acct. Exec.: Henry Mayers.

PEOPLES FIRST NATIONAL BANK & TRUST Co., 5th & Wood Sts., Pittsburgh. Adv. Exec.: S. H. Chelsted. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Acct. Exec.: W. Geissinger.

PEPSI-COLA Co., 3 W. 57th, N. Y., Pepsi-Cola and beverages. Adv. Exec.: Stirling Ross Wheeler. Agency: Biow Co., N. Y. Acct. Exec.: Milton Biow.

PERFECTION FROCKS, 1350 Broadway, N. Y., dresses. Adv. Exec.: M. B. Desreau. Agency: Lane Adv. Agency, N. Y.

PERMA STARCH Inc., Illiopolis, Ill., starch. Adv. Exec.: Cyril Geisler. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: H. Blu.

PERSONNA BLADE Co. Inc., 43 West 57th St., New York 19, blades. Adv. Exec.: Murray G. Kushell. Agency: J. D. Tarcher & Co., N. Y. Acct. Exec.: Ben Laitin.

PET MILK SALES Corp., 808 Olive St., St. Louis, milk. Adv. Exec.: C. J. Hibbard. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: Henry O. Whiteside.

PETCO Corp., 8530 W. National Ave., Milwaukee, petroleum products. Adv. Exec.: I. H. Dawes. Agency: Arthur Meyerhoff & Co., Milwaukee. Acct. Exec.: Geo. Grabin.

PETER PAUL, New Haven Rd., Naugatuck, Conn., candies. Adv. Exec.: Elliott Plowe. Agency: Maxon, N. Y. Acct. Exec.: Robert R. Ferry.

PETRI WINE Co., 655 4th St., San Francisco, wine. Adv. Exec.: Hugh D. Smith. Agency: Young & Rubicam, S. F. Acct. Exec.: Winton R. Smith.

G. M. PFAFF SEWING MACHINES, 39-41 Cortlandt, N. Y., sewing machines. Adv. Exec.: L. G. Pfaff. Agency: Peck Adv. Agency, N. Y.

PFEIFFER BREWING Co., 3740 Bellevue, Detroit, beer. Adv. Exec.: William I. Brown. Agency: Maxon Inc., Detroit. Acct. Exec.: Wm. Laurie Sr.

PHARMA-CRAFT Corp., 405 Lexington Ave., N. Y., deodorant cream, bath soap, medicated cream, skin cream. Adv. Exec.: Henry A. Shull. Agencies: J. Walter Thompson Co., N. Y. McCann-Erickson, N. Y. Ruthrauff & Ryan, N. Y.

THE PHILADELPHIA INQUIRER, 400 N. Broad, Philadelphia, newspaper. Adv. Exec.: Warner R. Moore. Agency: Al Paul Lefton Co., Phila. Acct. Exec.: Paul Brown.

PHILADELPHIA TRANSPORTATION Co., 1405 Locust, Philadelphia, mass transportation. Adv. Exec.: John F. Grogan. Agency: Al Paul Lefton Co., Phila.

PHILCO Corp., Tioga & C Sts., Philadelphia, radio and TV receivers, equipment and household appliances. Adv. Exec.: John F. Gilligan. Agency: Hutchins Adv. Co., Phila.

PHILLIPS-JONES Corp., 1225 Broadway, N. Y., men's shirts, sport shirts, pajamas, neckwear and collars. Adv. Exec.: Robt. J. Mohr. Agency: Grey Adv. Agency, N. Y. Acct. Exec.: Ted Kaufman.

PI-DO Corp., 808 Slocum, Dallas, Tex., pie crust and biscuit mix. Adv. Exec.: Harry McMains. Agency: McMains, Dallas.

PICTSWEET FOODS, Mt. Vernon, Wash., canned peas and corn and frozen foods. Adv. Exec.: E. J. Watson. Agency: Brisacher, Wheeler & Staff, San Francisco. Acct. Exec.: Franklin C. Wheeler.

PIEDMONT AIRLINES, Smith Reynolds Airport, Winston-Salem, N. C., air line transportation. Adv. Exec.: L. W. Golson. Agency: Hugh A. Deadwyler Adv., Charlotte. Acct. Exec.: S. C. Hair.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

PILLSBURY MILLS, Pillsbury Bldg., Minneapolis, flour, cake flour, pancake mix, pie crust mix, hot roll mix, white cake and chocolate fudge cake mix. Adv. Exec.: Robert J. Keith. Agencies: Leo Burnett Co., Chicago. Acct. Exec.: Joe Greeley. Vance Pidgeon & Assoc., Minneapolis. Acct. Exec.: Allen Royce. Irwin Vladimir & Co., N. Y. Acct. Exec.: Irwin Vladimir.

PILOT RADIO Corp., 37-06 36th St., Long Island City 1, N. Y., TV sets. Adv. Exec.: Jerry Hart. Agency: A. P. Berger Co., N. Y. Acct. Exec.: A. P. Berger.

PILSENER BREWING Co., Clark Ave. & W. 65th, Cleveland, beer. Adv. Exec.: Bernard C. Hoag. Agency: Meldrum & Fewsmith, Cleveland.

PIONEER ICE CREAM DIV. OF THE BORDEN Co., 205 E. 24th, N. Y., ice creams. Adv. Exec.: H. J. Dirkes. Agencies: Doherty, Clifford & Shenfield, N. Y. Acct. Exec.: Joel Jacobs. Young & Rubicam, N. Y.

PIONEER SCIENTIFIC Corp., 295 Lafayette, N. Y., TV filter, sun glasses and photo filters. Adv. Exec.: Hunter L. Delatour Jr. Agency: Wm. von Zehle & Co., N. Y. Acct. Exec.: Ben Pollet.

PIPES BY LEE, 320 E. 95th, N. Y., smoking pipes. Adv. Exec.: Lee H. Singer. Agency: Donahue & Co., N. Y.

PITTSBURGH BREWING Co., 3340 Liberty Ave., Pittsburgh, beer and ale. Adv. Exec.: Herman A. Straub. Agency: Smith, Taylor & Jenkins, Pittsburgh. Acct. Exec.: R. P. Taylor.

PLANTABBS Corp., 1105 Maryland Ave., Baltimore 1, Fulton's Plantabbs. Adv. Exec.: D. H. Fulton Jr. Agency: The Jos. Katz Co., Baltimore. Acct. Exec.: E. Lyell Gunts.

PLANTATION ESTATES, 500 Fifth Ave., N. Y., Florida real estate. Adv. Exec.: Percy Brower. Agency: Commerce Adv., N. Y.

PLARACOT Corp., 228 W. 63rd, Chicago, towels and cloths. Adv. Exec.: Herbert F. Jordan.

PLOUGH Inc., 3022 Jackson Ave., Memphis, medicines, skin cream, soaps and make-up. Adv. Exec.: Frank G. Morris. Agencies: Lake-Spiro-Shurman, Memphis. Acct. Exec.: Avron Spiro. The Export Adv. Agency, Chicago.

THE H. & S. POGUE Co., 4th & Race, Cincinnati, general merchandise. Adv. Exec.: Mrs. Olive Cooper. Agency: Douglas D. Simon Adv., N. Y. Acct. Exec.: Chas. Sandak.

POLAROID Corp., Cambridge, Mass., camera and film polaroid, land light-polarizing materials, polaroid sun caps and filters. Adv. Exec.: J. H. Booth. Agency: BBDO, Boston. Acct. Exec.: L. O. Pratt.

POLLAK INDUSTRIES Corp., Box 353, 705 Ludington St., Escanaba, Mich., woodenware. Adv. Exec.: Fred Pollak.

PONTIAC MOTOR DIV., General Motors Corp., Pontiac, Mich., automobiles. Adv. Exec.: B. B. Kimball. Agency: MacManus, John & Adams, Detroit. Acct. Exec.: Harvey Luce.

POPCORN PROCESSORS, 2823 E. 11th, Los Angeles, Korn Kurls. Adv. Exec.: John E. Dakis. Agency: Davis & Co., L. A.

PORTER-CABLE-MACHINE Co., 1714 Salina, Syracuse, N. Y., saws, sanders, planes, shapers, wet and dry abrasive belt grinding machines. Adv. Exec.: L. M. Harvey. Agency: Barlow Adv., Syracuse. Acct. Exec.: Hugh Goodhart.

POST WATCH Co., 607 Fifth Ave., N. Y., watches. Adv. Exec.: Donald R. L. Franklin. Agency: Hayes-Lawrence, N. Y.

JOHN ROBERT POWERS, 14 Newbury, Boston, school of personality development. Adv. Exec.: Arthur Cockron. Agency: Reilly, Brown & Willard, Boston. Acct. Exec.: Robert H. Stackhouse.

SAMUEL F. PRATT ASSOC., 481 Main, New Rochelle, N. Y., all rubber construction sets and paint brushes and miniature paint sets. Adv. Exec.: Samuel F. Pratt.

PRES-A-LITE Corp., 432 4th Ave., N. Y., automatic lighter dispenser. Adv. Exec.: S. Glazier. Agency: H. Weintraub & Co., N. Y.

PRESSMASTER Co., 1430 N. Serrano Ave., Hollywood, electric presser. Adv. Exec.: Page Sowers. Agency: Macauley Co., Los Angeles. Acct. Exec.: Norman J. Boroughs.

PRIM Corp., 3039 Stuart, Boston, plastic starch. Adv. Exec.: Alonzo J. Shadman. Agency: Colley Adv. Agency Boston. Acct. Exec.: A. J. Cucchiara.

PRINCE MATCHABELLI, 711 Fifth Ave., N. Y., perfumes and cosmetics. Adv. Exec.: Owen Stoner. Agency: Morse International, N. Y.

PRINCESS EVE PRODUCTS Corp., 48 E. 43rd, N. Y., beauty and cosmetic accessories. Adv. Exec.: Jesse L. Livermore. Agency: Calkins & Holden, Carlock, McClinton & Smith, N. Y.

PRINCESS JRS., 1359 Broadway, N. Y., dresses. Adv. Exec.: Meta Brammer. Agency: Modern Mdsg. Bureau, N. Y.

PROCTER & GAMBLE Co., 6th & Main, Cincinnati, Ivory Flakes, Ivory Snow, Duz, Oxydol, Tide, Cheer, American Family Soaps and Flakes, Dreft, Joy, Spic & Span, Chipso, Bonus, Dash, P&G White Naphtha Soaps. Adv. Exec.: W. R. Chase. Agencies: Compton Adv., N. Y. Acct. Exec.: Robert Holbrook. Pedlar & Ryan, N. Y. Acct. Exec.: T. L. L. Ryan. Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: C. L. Fitzgerald. Benton & Bowles, N. Y. Acct. Exec.: A. W. Hobler. Young & Rubicam, N. Y. Acct. Exec.: Frank Fagan. W. Kastor & Sons Adv. Co., Chicago. Acct. Exec.: H. Kastor. Leo Burnett Co., Chicago.

PROGRESS BREWING Co., Box 1026, Oklahoma City, beer. Adv. Exec.: M. F. Dykema. Agency: George Knox Adv., Oklahoma City. Acct. Exec.: Geo. Knox.

PROTEX PRODUCTS Co., 350 Fifth Ave., N. Y., garment bags. Adv. Exec.: N. L. Schwartzman. Agency: Seymour Kameny Assoc., N. Y.

PROTO TOOLS, 2209 Santa Fe Ave., Los Angeles, hand tools. Adv. Exec.: Clifford Faust. Agency: Willard G. Gregory & Co., L. A. Acct. Exec.: E. T. Johnson.

PRUDENTIAL INSURANCE CO. OF AMERICA, Prudential Bldg., Newark. Adv. Exec.: G. E. Potter. Agencies: Calkins & Holden, Carlock, McClinton & Smith, N. Y. Calkins & Holden, Carlock, McClinton & Smith, Los Angeles. Harry E. Foster Adv., Toronto.

THE PURE OIL Co., 35 E. Wacker Dr., Chicago, motor oil, gasoline, lubricants, Pure tires, Pure batteries and accessories. Adv. Exec.: F. H. Marling. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Paul Harper.

PUROLATOR PRODUCTS, 744 Broad, Newark, oil and fuel filters. Adv. Exec.: Karl H. Mayers. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: Wm. McKamy.

PURITAN SALES Co., 916-932 Ashby, N.W., Atlanta, Ga., Drier-Outer and Mois-N-Air. Adv. Exec.: Ira Schneid. Agency: Norman Frankel Adv., Atlanta.

PURITY BAKERIES Corp., 919 N. Mich. Ave., Chicago, bread and cakes. Adv. Exec.: T. R. Weber. Agency: Young & Rubicam, Chicago.

Q

QUAKER CITY CHOCOLATE AND CONFECTIONERY Co., 2140 Germantown Ave., Philadelphia, candy. Adv. Exec.: Lester G. Rosskam. Agency: Adrian Bauer Adv. Agency, Phila. Acct. Exec.: Alan R. Tripp.

THE QUAKER OATS Co., 345 Merchandise Mart, Chicago, cereals, macaroni and spaghetti, live stock and poultry feeds and corn meal. Adv. Exec.: Donald B. Douglas. Agencies: Sherman & Marquette, Chicago, Price Robinson & Frank, Chicago. Acct. Exec.: Robert Everett. Ruthrauff & Ryan, Chicago. Gar W. Yates Adv., Chicago. Needham, Louis & Brorby, Chicago. National Export Adv. Service, N. Y. Spitzer & Mills, Toronto.

QUEEN CUTLERY Co., 200 Madison Ave., N. Y., cutlery. Adv. Exec.: Edward Conlin. Agency: Gotham Adv. Agency, N. Y. Acct. Exec.: Arthur A. Kron.

QUEEN STOVE WORKS Inc., 902-910 Marshall St., Albert Lea, Minn., Superflame heating equipment, Superfan blowers. Adv. Exec.: R. D. Putman. Agency: Dwyer & Devoy, Minneapolis. Acct. Exec.: E. H. Devoy.

K. J. QUINN & Co., 481 Chelsea, E. Boston, shoe polishes. Adv. Exec.: Mrs. Paul J. Dorr. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: Robert F. O'Brien.

R

RKO RADIO PICTURES Inc., 1270 Ave. of Americas, N. Y. 26, motion pictures. Adv. Exec.: S. Barret McCormick. Agency: Foote, Cone & Belding, N. Y.

RAINIER BREWING Co., 1550 Bryant, San Francisco, beer, ale & stout. Adv. Exec.: Albert P. Brown. Agency: Brisacher, Wheeler & Staff, S. F. Acct. Exec.: F. C. Wheeler.

RALSTON PURINA Co., 835 S. Eighth St., St. Louis 2, cereal. Adv. Exec.: G. M. Philpott. Agency: Gardner Adv. Co., St. Louis.

RANGER JOE Inc., Chester, Pa., Ranger Joe Honey-Flavored Popped Wheat. Adv. Exec.: M. Berger. Agency: Lamb & Keen, Inc., Phila.

RCA VICTOR DIV. OF RADIO CORP. OF AMERICA, Front & Cooper, Camden, N. J., RCA Victor console, table model, portable and personal radio receivers for standard broadcast, FM & shortwave reception; television receivers; aviation broadcast & communications apparatus; industrial electronic apparatus; electron microscope; public address & sound equipment; 16mm. projectors; motion picture recording & reproducing equipment; electron tubes and tube machinery; "Faradon" Mica Capacitators & RCA Victor Red Seal Records, Bluebird Records, RCA Victor Phonograph Needles. Adv. Exec.: Julius Haber. Agency: J. Walter Thompson Co., N. Y.

RE-CLEAN CORP., 350 5th Ave., N. Y., home dry cleaner. Adv. Exec.: Pat Ricia. Agency: Cayton, N. Y. Acct. Exec.: W. D. Cayton.

RED STAR YEAST & PRODUCTS Co., 221 East Buffalo St., Milwaukee 1, Red Star Yeast. Adv. Exec.: J. A. Kirkman, Jr. Agency: Ellington & Co., N. Y. Acct. Exec.: T. S. Strong.

REDDI-WIP Inc., 4205 Forest Park Blvd., St. Louis 8, "Reddi-Wip" Cream Adv. Exec.: Edward Thiele. Agency: Ruthrauff & Ryan, Inc., Chicago. Acct. Exec.: Jack Lytle.

REED & BARTON, 144 W. Britannia, Taunton, Mass., silverware. Adv. Exec.: William T. Hurley, Jr. Agency: Badger, Browning & Parcher Inc., Boston. Acct. Exec.: C. P. Parcher.

REELON CORP., 100 South Linden Ave., So., San Francisco, Reelon Fibrex & Stylemaster Glass Fiber Rods, Voo Doo Lures. Adv. Exec.: Gus Reely. Agency: Hoefer, Dieterich & Brown, S. F. Acct. Exec.: J. A. Brown.

REGENT INDUSTRY, 673 N. Wells, Chicago, Arthur Godfrey Ukulele (M.O.). Adv. Exec.: Edwin Goldstein. Agency: W. B. Doner & Co., Chicago.

REGINA FURNITURE Co., 475 Atlantic Ave., Brooklyn, household furniture. Adv. Exec.: Fred Luca. Agency: William Wilbur Adv., N. Y. Acct. Exec.: Paul Kasander.

REMINGTON RAND Inc., 315 Fourth Ave., N. Y., business machines, office equipment & supplies & electric shavers. Adv. Exec.: S. H. Ensinger. Agencies: Leeford Adv., N. Y., Robert Otto & Assoc., N. Y. Acct. Executive: David D. Lee.

RENUZIT HOME PRODUCTS Co., 1724 Chestnut, Philadelphia 3, home dry cleaner & spot remover. Adv. Exec.: Paul G. Pflaumer. Agency: McKee & Albright, Phila. Acct. Exec.: James Gallagher.

REVERE CAMERA Co., 320 E. 21st, Chicago 16, 8mm. & 16mm. cameras, projectors & sound equipment, magnetic tape recorder. Adv. Exec.: E. J. McGookin. Agencies: Roche, Williams & Cleary, Chicago, Jones Frankel Co., Chicago. Acct. Exec.: J. Frankel.

REVERE COPPER & BRASS Inc., 230 Park Ave., New York 17, mill products, Revere ware copper clad stainless steel cooking utensils. Adv. Exec.: Norman A. Schuele. Agency: St. Georges & Keyes, N. Y. Acct. Exec.: Maubert St. Georges.

R. J. REYNOLDS TOBACCO Co., Winston-Salem 1, N. C., Camel cigarettes & Prince Albert tobacco, Brown's Mule chewing tobacco & Cavalier cigarettes. Adv. Exec.: W. T. Smither. Agency: Wm. Esty Co., N. Y. Acct. Exec.: Wm. Esty.

REXALL DRUG Co., Rexall Square—8480 Beverly Blvd., Los Angeles 48, Cara Nome & Helen Cornell toiletries; Stag toiletries (for Men); Rexall medicines & vitamins; Elkay's household products; R.D. Brand pharmaceuticals; Nymer Neal & Cottage Chocolates candies; Rex-Ray & Electrex appliances; Symphony, Lord Baltimore & Cascade stationery; Kantleek, Victoria, Defender & Symbol rubber & hospital goods, Rexall first aid supplies. Adv. Exec.: Cleve W. Carey. Agencies: BBDO, L. A., L. W. Ramsey Adv. Co., Hollywood. Acct. Executives: Thomas C. Dillon and W. E. Henderson.

RHODES PHARMACAL Co. Inc., 1814 E. 40th, Cleveland 3, Imdrin. Adv. Exec.: J. Sanford Rose. Agency: O'Neil, Larson & McMahon., Chicago. Acct. Exec.: Walter Zivi.

RICH's Inc., Broad, S.W., Atlanta. Department Store. Adv. Exec.: Richard H. Rich.

RIDD LABORATORIES, Inc., Edmonds, Wash., Ridd iodine products, fungicide & germicide; Ridd No. 1 & No. 2 Boradyne & Pet-eez. Adv. Exec.: Ralph E. Fillette. Agency: Advertising Counselors, Inc., C. of C. Bldg., Seattle. Acct. Exec.: Mr. Abrams.

RINGLING BROS. & BARNUM & BAILEY CIRCUS, Winter Quarters—Sarasota, Fla. Chicago Office, 139 N. Clark St. TV Adv. Exec.: William B. Antes.

RINSE-A-WAY CO. OF LOS ANGELES, 333½ E. Florence Ave., L. A., Rinse-A-Way electric garbage disposer. Adv. Exec.: Harry Drake. Agency: Vanderboom, Hunt & McNaughton, L. A.

P. J. RITTER Co., Quality Lane, Bridgeton, N. J., catsup, pork & beans & chili sauce relish. Adv. Exec.: Wm. H. Ritter, Jr. Agency: Lamb & Keen, Phila.

J. W. ROBINSON Co., 7th, Grand & Hope, Los Angeles 17, retail department store. Adv. Exec.: J. Scott Webster. Agency: West-Marquis, L. A. Acct. Exec.: Betty Bishop.

ROCHESTER BREWING Co. Inc., 770 Emerson, Rochester 13, N. Y., Old Topper ale & beer. Adv. Exec.: E. A. Halblieb. Agency: Ed. Wolff & Assoc., Rochester. Acct. Executives: Ed. Wolff & Alfred G. Scheible.

ROCKWOOD & Co., 88 Washington Ave., Brooklyn 5, Rockwood chocolate & cocoa products. Adv. Exec.: H. Russell Burbank. Agency: Platt-Forbes, N. Y. Acct. Exec.: Wm. S. Walker.

RONSON ART METAL WORKS Inc., 1 Aronson Square, Newark 2, N. J., cigarette lighters and lighter accessories. Adv. Exec.: Alfred R. Nathan. TV Adv. Exec.: Herbert M. Stein. Agency: Grey Adv., N. Y. Acct. Exec.: Herbert Strauss.

ROOTES MOTORS Inc., 27-11 Bridge Plaza, No., Long Island City, N. Y., Hillman Minx, Sunbeam-Talbot, Humber, Rover motor cars, Commer vans, Land Rover all purpose vehicles. Adv. Exec.: Robert Fennell. Agency: Anderson & Cairns, N. Y. Acct. Exec.: Donald McVickar.

ROSEFIELD PACKING Co., 1916 Webster, Alameda, Cal., Skippy peanut butter. Adv. Exec.: J. M. Rosefield. Agency: Guild Bascom & Bonfigli, S. F.

ROSE MARIE REID, 5200 W. Century Blvd., Los Angeles 45, swimsuits. Adv. Exec.: Alicia Kay Smith. Agency: Murray, Dymock, Carson, L. A. Acct. Exec.: Ralph Carson.

ROSENBLATT & KAHN Inc., 520 8th Ave., N. Y. 18., clothes. Adv. Exec.: Murray Kagan. Agency: Lester Harrison, Inc., N. Y. Acct. Exec.: Jennie Gauches.

ROSEN'S BAKERY Inc., Restaurant & Grocery Divisions, 2549 W. Division, Chicago 22, Holly bread, Society rye, sliced pumpernickel. Adv. Exec.: D. Rosen.

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EUGENE ROTHMUND Inc., 21 - 23 South, Summerville, Mass., pork sausage, frankfurts. Adv. Exec.: Eugene Rothmund. Agency: John C. Dowd, Boston. Acct. Exec.: W. E. Buckingham.

ROYAL TYPEWRITER Co. Inc., 2 Park Ave., N. Y. 16., Royal portables, standards, electrics & typewriter supplies. Adv. Exec.: Gordon G. Ackland. Agency: Young & Rubicam, N. Y. Acct. Exec.: Luis Weil.

RUBSAM & HORRMANN BREWING Co., 191 Canal Street, Staten Island 4, N. Y., R & H light beer. Adv. Exec.: Robert G. Hazelton. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Acct. Exec.: G. W. Anderson, Jr.

RUDD-MELIKIAN Inc., 1949 N. Howard, Philadelphia, Pa., Kwik - Kafe frozen coffee, vending machines. Adv. Exec.: Charles Kafka. Agencies: Gray & Rogers, Phila.; Will Roberts Adv., Phila. Acct. Executives: Sherman Landers and Will Roberts.

S. RUDOFKER'S SONS Inc., 22nd & Market, Philadelphia 3, men's formal wear. Adv. Exec.: Mrs. Mildred Prince. Agency: Harry Feigenbaum Adv. Agency, Phila. Acct. Exec.: David Werman.

C. H. RUNCIMAN Co., Lowell, Mich., Hallmark precooked beans. Adv. Exec.: C. H. Runciman. Agency: Goodkind, Joice & Morgan, Chicago. Acct. Exec.: Henry Nathan.

JACOB RUPPERT BREWERY, 1639 Third Ave., N. Y. 28, beer & ale. Adv. Exec.: J. J. Taylor. Agencies: The Biow Co., N. Y.; National Export Adv. Service, Inc., N. Y. Acct. Exec.: Lawrence D. Milligan.

THE F. C. RUSSELL CO., 1100 Chester Ave., Cleveland 1, Rusco all metal combination windows & doors, porch enclosures, Cinco-Thermoseal Windomatic combination windows, combination doors, Rusco prime windows, Rusco all metal venetian awnings & jalousies. Adv. Exec.: Paul C. McCormick. Agency: Gibbons-O'Neill, Cleveland. Acct. Exec.: John A. O'Neill.

RUSSELLURE MFG. CO., 2514 So. Grand Ave., Los Angeles, fish lures. Adv. Exec.: Robert D. Buckles. Agency: Dudley L. Logan Adv., L. A. Acct. Exec.: Jack Waterman.

RYAN CANDY CO. Ltd., 420 Lexington Ave., N. Y. 17, Hopalong Cassidy candy, confections, etc. Adv. Exec.: Thomas J. Ryan, Jr. Agency: Dowd, Redfield & Johnstone Inc., N. Y. Acct. Exec.: H. L. Tuers.

RY-LOCK Co. Ltd., 2485 Washington, San Leandro, Cal., Ry-Lock tension screens. Adv. Exec.: D. J. Rust. Agency: George I. Lynn Adv., S. F. Acct. Exec.: Harvey Scott.

S

SACHS QUALITY STORES Inc., 330 Bruckner Blvd., N. Y., furniture, household furnishings, appliances, etc. Adv. Exec.: Seymour Fogelson.

SAKS—34TH, 100 W. 34th, N. Y. 1, wearing apparel. Adv. Exec.: Arthur M. See. Agency: Williams Adv. Inc., N. Y. Acct. Exec.: Sam Chernow.

SALTON MFG. Co. Inc., 74 Reade, N. Y. 7, Hotable & Hotray wheeled service table with heated top. Adv. Exec.: Ruth F. Salton.

SALMANSON & CO. Inc., 1107 Broadway, N. Y. 10., "Aristo-Bilt" furniture. Adv. Exec.: Joseph L. Greene. Agency: Nathan Fein Adv., N. Y.

SAN ANTONIO BREWING ASSN., Box 1661, San Antonio 6, Tex., Pearl beer. Adv. Exec.: Otto A. Koehler Sr. Agency: Pitluk Adv. Co., Alamo Natl. Bldg., San Antonio, Tex. Acct. Exec.: Jack N. Pitluk.

ST. LOUIS INDEPENDENT PACKING CO., 824 So. Vandeventer, St. Louis 10, Mayrose meat products. Adv. Exec.: E. Rutledge. Agency: Gardner Adv. Co., St. Louis, Mo. Acct. Exec.: J. J. Horan.

ST. PETERSBURG CHAMBER OF COMMERCE, C. of C. Bldg., St. Petersburg 1, Fla. Adv. Exec.: Chas. Dove. Agency: Griffith-McCarthy Inc., St. Petersburg, Fla. Acct. Exec.: T. M. Griffith.

SAN FRANCISCO CHRONICLE, 5th & Mission, San Francisco 19. Adv. Exec.: Lynn H. Gamble. Agency: J. Walter Thompson Co., S. F.

SANSON HOSIERY MILLS Inc., 350 Fifth Ave., N. Y. 1. Adv. Exec.: Sander Marcus. Agency: Dorland Inc., N. Y. Acct. Exec.: Atherton Pettingell.

SANTA CLARA PACKING Co., San Jose 8, Cal., Glorietta fruits, fruit nectars, tomato juice & tomato aspic. Agency: Glasser-Gailey Inc., L. A. Acct. Exec.: G. F. Glasser.

SARATOGA SPRINGS AUTHORITY, State Reservation, Saratoga Springs, N. Y., naturally carbonated mineral waters, mineral water baths, recreation. Adv. Exec.: Pierrepont B. Noyes. Agency: Moser & Cotins Inc., Utica, N. Y. Acct. Exec.: Arthur S. Cotins.

SAWYER BISCUIT Co., 1041 W. Harrison, Chicago 7, biscuits & crackers. Adv. Exec.: L. P. Reed. Agency: Geo. H. Harman Co., Chicago. Acct. Exec.: Edwin Cahn.

THE F. & M. SCHAEFER BREWING Co., 430 Kent Ave., Brooklyn 11, N. Y., Schaefer Golden & Schaefer Pale Dry beer. Adv. Exec.: John T. Morris. Agency: BBDO, N. Y. Acct. Exec.: John Johns.

ADAM SCHEIDT BREWING Co., Norristown, Pa., Valley Forge beer, Prior beer & Ram's Head ale. Adv. Exec.: Thos. M. Morton. Agency: Ward Wheelock Co., Phila.

SCHIEFFELIN & Co., 16-30 Cooper Sq., N. Y. 3, Crown Lavender smelling salts, Pears facial soap & Almay cosmetics. Adv. Exec.: Robert H. Spencer. Agency: Cowan & Dengler Inc., N. Y. Acct. Executives: Thos. H. Moore, Margaret Halligan.

JOS. SCHLITZ BREWING Co., 235 W. Galena, Milwaukee 1, Schlitz beer. Adv. Exec.: T. Rosenak. Agency: Young & Rubicam Inc., Chicago. Acct. Exec.: W. Scott Leonard.

THE WM. SCHLUDERBERG-T. J. KURDLE Co., 3800-4000 E. Baltimore St., Baltimore, meats and meat products. Adv. Exec.: O. B. Smith. Agency: Van Sant, Dugdale Co. Inc., Baltimore. Acct. Exec.: Henry Erck.

S. A. SCHONBRUNN & Co. Inc., 77 Water St., N. Y. 5, Savarin & Medaglia D'Ore coffee. Adv. Exec.: John E. Mazzei. Agencies: Lawrence C. Gumbinner, N. Y. Acct. Exec.: Milton Goodman. Pettinella Adv., N. Y. Acct. Exec.: F. Pettinella.

C. SCHMIDT & SONS Inc., 127 Edward, Philadelphia 23, Schmidt's beer & Tiger Head ale. Adv. Exec.: Frederick H. Schmidt. Agency: Al Paul Lefton Co., Phila. Acct. Exec.: James C. Gibson.

JACOB SCHMIDT BREWING Co., 882 W. 7th, St. Paul 1, Minn. Schmidt's City Club beer. Adv. Exec.: Otto Bremer. Agency: Ruthrauff & Ryan, Chicago.

CAROLYN SCHNURER Inc., 87 Ferry, Jersey City, N. J., ladies sportswear. Adv. Exec.: Joel Kaplan. Agency: Sterling Adv. Agency, N. Y. Acct. Exec.: Joel Kaplan.

SCHOENHOFEN EDELWEISS Co., 1926 W. 18th, Chicago 8, Edelweiss & Ritz beers; Green River concentrate & syrup. Adv. Exec.: August C. Gomer. Agency: Olian Adv. Co. of Chicago.

SCHUNEMAN'S Inc., 6th & Wabasha Sts., St. Paul 2, Minn., department store. Adv. Exec.: Perry Dotson. Agency: David Inc., St. Paul, Minn. Acct. Exec.: Quentin David.

ED SCHUSTER & Co. Inc., No. 3rd & West Garfield Ave., Milwaukee, department stores. Adv. Exec.: Edward Styles. Agency: The Cramer-Krasselt Co., Milwaukee. Acct. Exec.: Jerry Stolzoff.

SCOTT-ATWATER MFG. Co. Inc., 2901 E. Hennepin Ave., Minneapolis 13, outboard motors. Adv. Exec.: R. J. Ruff. Agency: BBDO, Minneapolis. Acct. Exec.: O. J. Blake.

THE SCOTT & FETZER Co., 11401 Locust Ave., Cleveland 2, Kirby vacuum cleaners. Adv. Exec.: Arthur F. Greene. Agency: Carr Liggett Adv., Cleveland.

SCUDDER FOOD PRODUCTS, 771 W. Garvey, Monterey Park, Los Angeles County, Cal., peanut butter, toasted nuts and potato chips and mayonnaise. Adv. Exec.: Laura C. Scudder. Agency: Davis & Co., L. A. Acct. Exec.: Robert J. Davis.

SEABOARD FINANCE Co., 945 S. Flower, Los Angeles 15. Adv. Exec.: P. A. Appleby. Agency: Smith & Bull, Hollywood. Acct. Exec.: Frank Bull and V. R. Smith.

SEABOARD PACKING Co., Lubec, Me., Neptune sardines. Adv. Exec.: Frank A. Pike. Agency: H. B. LeQuatte Inc., N. Y.

SEABOARD SEED Co., 701 South Front, Phila. 47, Hormo Lawn Grass seed, Patriot Brand Farm seed. Adv. Exec.: R. S. Apfelbaum. Agency: Leonard F. Fellman & Assoc., Phila. Acct. Exec.: John Jacobson.

SEA BREEZE LABORATORIES Inc., 122 Meyran Ave., Pittsburgh 13, Pa., Sea Breeze antiseptic. Adv. Exec.: John H. Weisbrod. Agency: BBDO, Pittsburgh. Acct. Exec.: S. H. Niewenhous Jr.

SEABROOK FARMS Co., Bridgeton, N. J. Adv. Exec.: William M. Kline. Agency: Hilton & Riggio, N. Y. Acct. Exec.: L. J. Riggio.

SEAFORTH-A. D. McKELVY Co., 711 Fifth Ave., N. Y. Adv. Exec.: Benjamin M. Hines.

SEALY MATTRESS Co., 1047 Florida St., Memphis 2, Tenn., mattresses and dual purpose upholstered furniture. Adv. Exec.: Louis G. Haas. Agency: Lake, Spiro, Shurman Inc., Memphis.

SEEMAN BROTHERS Inc., 121 Hudson, N. Y. 13, White Rose tea and grocery specialties, Pique Kitchen Magic and Flava-Bake flavoring and Air-Wick household air purifier. Adv. Exec.: Sylvan L. Stix. Agencies: J. D. Tarcher & Co., N. Y.; Wm. H. Weintraub & Co., N. Y. Acct. Exec.: E. Ridley.

SEATTLE POST-INTELLIGENCER, 6th and Pine, Seattle 6, Wash. Adv. Exec.: A. L. Brock. Agency: Western Agency Inc., Seattle.

SEIBERLING RUBBER Co., Akron 9, Ohio, tires, tubes, heels and soles; mats. Adv. Exec.: J. A. Fouche. Agency: Meldrum & Fewsmith, Cleveland. Acct. Executives: E. T. Morris and A. Meldrum.

R. B. SEMLER Inc., 70 Elm, New Canaan, Conn., Kreml hair tonic, shampoo, and Kreme dressing. Adv. Exec.: R. B. Semler. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: P. Wesley Combs.

SERUTAN Co., 290 Jelliffe Ave., Newark 1, N. J., Serutan and Geritol. Adv. Exec.: M. B. Rosenhaus. Agencies: Roy S. Durstine Inc., N. Y. Street & Finney Inc., N. Y. Acct. Exec.: Roy S. Durstine.

SERVEL Inc., 119 N. Morton Ave., Evansville 20, Ind., Servel gas refrigerator, Servel all-year gas air conditioners, automatic gas water heater, and supermetic electric condensing units. Adv. Exec.: R. J. Canniff. Agencies: BBDO, N. Y. Keller-Crescent Co., Evansville.

SHASTA CASCADE WONDERLAND Assn., Golden Eagle Hotel Bldg., P. O. Box 151, Redding, Cal., tourist promotion organization. Adv. Exec.: John F. Reginato. Agency: Beaumont & Hohman, S. F.

W. A. SHEAFFER PEN Co., 311 Ave. H, Ft. Madison, Ia., Sheaffer White Dot pens, desk sets, Fineline pencils, ballpoints and leads, Skrip, Triumph and Stratowriters, Safeguard. Adv. Exec.: Grant F. Olson. Agencies: Russel M. Seed Co., Chicago. R. C. Smith & Son, Ltd., Toronto, Canada. Acct. Executives: Geo. Bayard and Harry H. Maus.

SHEDD-BARTUSH FOODS Inc., 14401 Dexter Blvd., Detroit 6, Keyko food products. Adv. Exec.: C. B. McCord. Agency: Ralph W. Sharp & Assoc., Detroit.

SHEFFIELD FARMS Co. Inc., 524 W. 57th St., N. Y. 19., dairy products. Adv. Exec.: C. R. Roberts. Agency: N. W. Ayer & Son, Phila.

SHEPHERD KNIT-WEAR Co. Inc., 1410 Broadway, N. Y. 18, knitted sportswear. Adv. Exec.: H. James Baum. Agency: Norman D. Waters & Assoc., N. Y. Acct. Exec.: Chas. Whitebrook.

SHERIDAN PRODUCTS Inc., 1236 13th, Racine, Wis., pneumatic rifles and accessories. Adv. Exec.: E. N. Wackerhagen. Agency: Western Adv. Agency, Racine.

SHERMAN, CLAY & Co., Sutter and Kearny, San Francisco 6, pianos and musical instruments. Adv. Exec.: Catherine Bancroft. Agency: Goldthwaite-Smith, S. F. Acct. Exec.: Elmire Goldthwaite.

THE SHIRTCRAFT Co. Inc., 350 Fifth Ave., N. Y. 1, Airman shirts and sportswear. Adv. Exec.: Henry Kaplan. Agency: Botsford, Constantine & Gardner, N. Y.

SHOE CORP. OF AMERICA, 35 N. 4th, Columbus, Ohio, Madison Square shoes, Blue Bird shoes, Friskies, Sport Pals, Lazy Pals and Cozy Toes. Adv. Exec.: Clifford Levin. Agencies: Byer & Bowman Adv. Agency, Columbus, O. Herbert W. Frank Adv. Agency, Boston. Acct. Exec.: Gus K. Bowman.

SICKS' SEATTLE BREWING & MALTING Co., 3100 Airport Way, Seattle 4, Wash. Adv. Exec.: T. H. Sheehan. Agency: Western Agency, Seattle. Acct. Exec.: B. N. Hutchinson.

SIERRA CANDY Co., 2201 3rd, San Francisco 7, packaged candies. Agency: Robert B. Young Adv. Agency, S. F.

THE SILEX Co., 80 Pliny, Hartford 2, Conn., Silex glass coffee makers, automatic electric steam iron, Mixie and Fresherator food containers. Adv. Exec.: John A. Hamilton. Agencies: H. B. Humphrey, Alley & Richards Inc., N. Y. Cockfield, Brown & Co. Ltd., Montreal, Canada. Acct. Exec.: Chas. Holcombe.

SILICONE PRODUCTS Co. of America, 7308 Associate Ave., Cleveland 9, polishes. Adv. Exec.: J. T. O'Brien. Agency: Palm & Patterson, Cleveland. Acct. Exec.: B. W. Wheeler.

SIMMONS Co., 230 Park Ave., N. Y. 17, Beautyrest, Deepsleep mattresses, metal furniture, studio couches, cribs and beds, Baby Beauty crib mattress, Hide A Bed sofas. Adv. Exec.: John W. Hubbell. Agency: Young & Rubicam, N. Y. Acct. Exec.: Gardiner Layng.

SIMONIZ Co., 2100 Indiana Ave., Chicago 16. Adv. Exec.: Jack Doran. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Acct. Exec.: Clemens Hathaway.

SITROUX Inc., 468 Fourth Ave., N. Y. 16, Sitroux tissues. Adv. Exec.: Martin R. Simon. Agency: Franklin Bruck Adv. Agency, N. Y. Acct. Exec.: Franklin Bruck.

SKINNER & PELTON Inc., 100 No. LaSalle, Chicago, Silavox earphone attachment. Adv. Exec.: Melvin F. Skinner Jr. Agency: Gourfain-Cobb Adv. Agency, Chicago. Acct. Exec.: V. L. Sprague.

SLUMBER PRODUCTS Corp., Box 2846, Memphis 2, Tenn., Spring-Air and Restonic-Triple Cushion mattresses. Adv. Exec.: E. C. Haas. Agency: Simon & Gwynn, Commerce Title Bldg., Memphis.

ALEXANDER SMITH & SONS CARPET Co., Saw Mill River Rd., Yonkers, N. Y., carpets and rugs. Adv. Exec.: John Goodwillie. Agency: Anderson & Cairns, N. Y. Acct. Exec.: John E. Devine.

GILMAN B. SMITH Co., 915 Broadway, N. Y. 10, Iron-On rug binding and sewing notions. Adv. Exec.: Gilman B. Smith Jr. Agency: The House of J. Hayden Twiss, N. Y.

ROBERT SMITH MFG. Co. Inc., 4661-4731 E. 52nd Drive, Los Angeles 22, Nylon Dip soapless concentrate. Adv. Exec.: Robert Smith. Agency: Buchanan & Co., L. A.

SNOW CROP MARKETERS, 445 Park Ave., N. Y. 22, frozen foods. Adv. Exec.: H. T. Hamilton Jr. Agency: Maxon Inc., N. Y. Acct. Execs.: Tyler Davis and Wm. Mulvey.

SONORA RADIO & TELEVISION Corp., 325 No. Hoyne Ave., Chicago 12. Adv. Exec.: Mrs. E. L. Stevens. Agency: Robert Kahn & Assoc., Chicago. Acct. Exec.: Robert Kahn.

SOPHIE MAE CANDY Corp., Irvington, N. J., peanut brittle. Adv. Exec.: J. B. Coppedge Sr. Agency: Lewin, Williams & Saylor, Raymond-Commerce Bldg., Newark.

THE S.O.S. Co., 6201 W. 65th, Chicago 38, S.O.S. cleaner. Adv. Exec.: George W. Brooks. Agency: McCann-Erickson Inc., San Francisco.

SOUTH CAROLINA MILLS, 196 Crescent Ave., Spartanburg, S. C., cotton wearing apparel and fabrics. Adv. Exec.: Nelson Hampton. Agency: E. H. Brown Adv. Agency, Chicago. Acct. Exec.: Harry Schneiderman.

SOUTHERN BISCUIT Co. Inc., Terminal Place, Richmond, Va., F.F.V. cookies and crackers. Adv. Exec.: G. W. Diggs Jr. Agency: Lindsey & Co. Inc., Richmond.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

SOUTHERN DAIRIES Inc., 60 M St., N.E., Washington 13, D. C., Southern Dairies and Sealtest ice cream, milk, frosted foods. Adv. Exec.: I. O. Hitt. Agency: Tucker Wayne & Co., Atlanta. Acct. Exec.: Matthew Conner.

THE SOUTHERN NEW ENGLAND TELEPHONE Co., 227 Church, New Haven 6, Conn. Adv. Exec.: Wesley W. Peters. Agency: BBDO, Boston. Acct. Exec.: Laurence O. Pratt.

SOUTHERN PACIFIC Co., 65 Market St., San Francisco 5, railroad transportation. Adv. Exec.: F. Q. Tredway. Agency: Foote, Cone & Belding, S. F. Acct. Exec.: R. G. Beaumont.

SPARK-O-LINER Corp., 601 11th Ave., So., Minneapolis, The Perry Cooling System filters and automotive and electrical appliances. Agency: Ray C. Jenkins Agency, Minneapolis.

SPEAKMAN Co., 30th and Spruce Sts., Wilmington 99, Del., showers, brass plumbing fixtures, and flush valves. Adv. Exec.: C. C. Gerow Jr. Agency: Aitken-Kynett Co., Phila. Acct. Exec.: H. A. Medholdt.

SPECIAL FOODS Co., 4052 S. Princeton, Chicago 9, Jays potato chips. Agency: Kaufman & Assoc., Chicago. Acct. Exec.: R. Kaufman.

SPEED QUEEN Corp., Doty St., Ripon, Wis., Speed Queen washers, ironers, dryers and Simplex ironers. Adv. Exec.: J. S. Morris. Agency: Geer-Murray Co., Oshkosh, Wis. Acct. Exec.: R. A. Murray.

SPEIDEL Co., 70 Ship, Providence 2, R. I., jewelry. Adv. Exec.: Harold A. Rosenquist. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

SPIEGEL Inc., 1061 W. 35th St., Chicago 9. Adv. Exec.: Edward B. Rubin.

SPRAGUE WARNER (Div. of Consolidated Grocers Corp.), 901 W. Division, Chicago 22, Richelieu, NoneSuch, and Blossom food products. Adv. Exec.: John M. Sarther.

JOHN P. SQUIRE Co., P. O. Box 553, Boston 2, meat. Adv. Exec.: John F. Dinges. Agency: Goulston Co., Boston. Acct. Exec.: S. N. Ripley.

THE SQUIRT Co., 202 So. Hamilton Dr., Beverly Hills, Cal., Squirt drink-mixer. Adv. Exec.: Reginald W. Lowander. Agency: Harrington-Richards. Acct. Exec.: Greacen Mitchell.

STAHL-MEYER Inc., 172 East 127th St., New York 35, meat products. Adv. Exec.: A. B. Crampton. Agency: Dowd, Redfield & Johnstone, N. Y. Acct. Exec.: Helen Nash.

STAMFORD HOUSE, 1 No. Superior, Sandusky, Ohio, books. Adv. Exec.: H. J. Curry. Agency: Schwab & Beatty, N. Y. Acct. Exec.: R. W. Beatty.

STANBACK Co. Ltd., 1500 N. Main St., Salisbury, N. C., Stanback headache powders and tablets. Adv. Exec.: W. C. Stanback. Agency: Piedmont Adv. Agency, Salisbury. Acct. Exec.: R. S. Williamson.

STANDARD BREWING Co. Inc., 440 Lake Ave., Rochester 6, N. Y., ale and beer. Adv. Exec.: Earl L. Wilkin. Agency: Hart-Conway Inc., Rochester. Acct. Exec.: Jos. Brown.

STANDARD FEED MILLING Co., 8 Fairlie, N.W., Atlanta 3, poultry feed, livestock feed, poultry and livestock remedies and equipment, Kin dog food. Adv. Exec.: J. H. Todd. Agency: Ulric C. Jones Adv. Agency, Atlanta.

STANDARD MILLING Co., 309 W. Jackson Blvd., Chicago 6, Ceresota, Aristos and Hecker's Eskimo flours. Adv. Exec.: P. L. O. Smith. Agency: John W. Shaw Adv., Chicago.

STANDARD OIL Co. (Indiana), 910 S. Michigan Ave., Chicago 80. Adv. Exec.: Wesley I. Nunn. Agencies: McCann-Erickson, Inc., Chicago. BBDO Chicago. Acct. Exec.: S. A. Wells.

STANDARD OIL Co. (New Jersey), 30 Rockefeller Plaza, N. Y. 20. Adv. Exec.: Eugene Holman. Agencies: McCann-Erickson Inc., N. Y. Marschalk & Pratt, N. Y. Acct. Exec.: J. L. Deane.

THE STANDARD OIL Co. (Ohio), Midland Bldg., Cleveland. Adv. Exec.: H. J. Coleman. Agency: McCann-Erickson Inc., Cleveland. Acct. Exec.: M. C. McDonald.

STA PRODUCTS Corp., 1440 Broadway, Oakland, Cal., Sta-Bo-K for flowers and Sta-X-Tree. Adv. Exec.: Dr. Forrest G. Shacklee. Agency: Jewell Adv. Agency, Oakland.

STARRETT TELEVISION Corp., 601 W. 26th, N. Y. 1., television sets and air conditioning units. Adv. Exec.: Adele Godnick. Agency: Palmerston Adv., Brooklyn.

STATE FAIR OF TEXAS, State Fair Park, Dallas 10, education, entertainment, sports. Adv. Exec.: Thad Ricks. Agency: Ray Beall Adv., Dallas. Acct. Exec.: Ray Beall.

STATE OF INDIANA, 333 State House, Indianapolis 4. Agency: McCain & Assoc., Indianapolis. Acct. Exec.: Frederick T. McCain Jr.

GEORGE F. STEIN BREWERY, 797-807 Broadway, Buffalo 12, N. Y., Canandaigua beer, Canadian Cream ale. Adv. Exec.: Robert J. Stein. Agency: H. J. Weil Inc., Buffalo.

STEINER SALES Co., Div. of American Linen Supply Co., paper and cloth towel dispensing systems. Adv. Exec.: Theodore Mayer.

STEUER LABORATORIES Inc., 300 Renshaw Bldg., Pittsburgh 22, Pa., Ammo-vess ammoniated dentifrice and mouthwash. Adv. Exec.: Dr. Sylvester B. Steuer. Agency: Sussman & Adler Adv. Agency, Pittsburgh.

PATRICIA STEVEN Inc., 30 W. Washington, Chicago 2, finishing school. Adv. Exec.: Tom Fizdale. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: Ben Green.

THE STIEFF Co., Wyman Park Drive, Baltimore 11, Md., Stieff silver. Adv. Exec.: N. Heird. Agency: Elliott Buse Adv. Agency, Baltimore.

STORM WINDOWS OF ALUMINUM Inc., Ravenna Arsenal, Box 97, Apco, Ohio, combination storm windows and doors. Adv. Exec.: R. S. Saalfield. Agency: Howard Swing Adv., Marion, Ohio. Acct. Exec.: John Plank.

W. F. STRAUB & Co., 5520 N. W. Highway, Chicago 30, Lake Shore honey and Honey Mellowed prune juice and Honey Mellowed coconut. Adv. Exec.: W. J. Hammel. Agency: Ewell & Thurber Assoc., Chicago.

THE STRIETMANN BISCUIT Co., Trade and Mariemont Sts., Cincinnati, crackers and cookies. Adv. Exec.: W. M. Kincheloe. Agency: Harry Miller Agency, Columbus. Acct. Exec.: Jack Magurie.

THE STROH BREWERY Co., 909 E. Elizabeth, Detroit 26, Stroh's Bohemian beer. Adv. Exec.: John W. Stroh. Agency: Zimmer-Keller, Detroit. Acct. Exec.: R. E. Keller.

STROHMEYER & ARPE Co., 139 Franklin, New York 13, olive oil. Agency: Chas W. Hoyt Co., N. Y. Acct. Exec.: K. G. Martin.

STROMBERG-CARLSON Co., 100 Carlson Rd., Rochester 3, N. Y. Adv. Exec.: Stanley H. Manson. Agency: Federal Adv. Agency, N. Y. Acct. Exec.: Gordon E. Hyde.

SUN AND TIMES Co., 211 W. Wacker Dr., Chicago 6, newspaper. Adv. Exec.: L. T. Knott. Agencies: John W. Shaw Adv., Chicago. Malcolm-Howard Adv. Agency, Chicago. Acct. Exec.: John W. Shaw.

SUNBEAM Corp., 5600 W. Roosevelt Rd., Chicago 50, Sunbeam appliances. Adv. Exec.: A. E. Widdifield. Agency: Perrin-Paus Co., Chicago. Acct. Exec.: E. R. Perrin.

SUN OIL Co., 1608 Walnut, Philadelphia 3, Blue Sunoco gasoline, Sunoco Mercury Made motor oil, Sunoco Dynalube oil, industrial lubricants, processing oils, solvents, waxes and furnace oil and insecticides. Adv. Exec.: Storrs J. Case. Agencies: Hewitt, Ogilvy, Benson & Mather, N. Y. Gray & Rogers, Phila. Tandy Agency Ltd., Toronto. Acct. Exec.: S. G. Landers.

SUN SPOT CO. OF AMERICA, 1520 Ridgely St., Baltimore 30, orange drink. Adv. Exec.: Irwin W. Lynch. Agency: Leon S. Golvich, Baltimore. Acct. Exec.: Edgar L. Green Jr.

THE SUPERB GLOVE Corp., Johnstown, N. Y., women's and men's gloves. Adv. Exec.: Lillian Lang. Agency: The Albert Woodley Co., N. Y.

SUPERIOR FEED MILL, Oklahoma City, poultry feed. Adv. Exec.: T. W. Woody. Agency: James R. Reese Adv. Co., Kansas City, Mo.

SUPPLESS-WILLS-JONES MILK Co., 1523 N. 26th St., Philadelphia 21, Sealtest milk and ice cream. Agency: N. W. Ayer & Son, Phila. Acct. Exec.: T. Beverley Keim.

SURE-FIT PRODUCTS Co., 21 E. 26th, N. Y. 10, furniture slip covers, mattress covers, comfort covers, auto seat covers, etc. Adv. Exec.: Paul Holister. Agency: Amos Parrish & Co., N. Y.

THE O. A. SUTTON Corp., 1812 W. Second St., Wichita, Kan., Vornado air circulators and air conditioners. Adv. Exec.: Fred Kaths. Agency: The Lago & Whitehead Co., Wichita. Acct. Exec.: Howard Whitehead.

C. A. SWANSON & SONS, 1202 Douglad, Omaha 2, Neb., poultry processors. Agency: Tatham-Laird, Chicago. Acct. Exec.: Chas. Standen.

SWIFT & Co., Union Stock Yards, Chicago 9, Swift's Premium ham and bacon, Swift's Premium fresh meats, frankfurts, Table Ready meats, Brookfield sausage, Prem, canned meats, Brookfield butter, eggs and cheese, Allsweet Margarine, Jewel shortening, Swift's ice cream, Pard Dog Food, Swift's and Sunbrite cleanser, Vigoro plant food and Red Steer plant food, Silverleaf lard, Swifting, meats for babies. Adv. Exec.: Vernon D. Beatty. Agencies: J. Walter Thompson Co., Chicago. Needham, Louis & Brorby, Chicago. McCann-Erickson Inc., Chicago. Acct. Execs.: M. V. Wieland, W. R. Kinnaird, A. W. Sherer.

SWING-A-WAY MFG. Co., 4100 Beck, St. Louis, household appliances. Adv. Exec.: I. L. Rhodes.

SYLVANIA ELECTRIC PRODUCTS Inc., 1740 Broadway, New York 19, radio tubes, incandescent lamps, fluorescent lamps and fixtures, photo lamps and electronic devices, radio and television receivers. Adv. Exec.: T. P. Cunningham. Agencies: Cecil & Presbrey Inc., N. Y. Roy S. Durstine Inc., N. Y. Acct. Execs.: T. J. Maloney and Roy S. Durstine.

SYNCRO Corp., Oxford, Mich., electric tools. Adv. Exec.: W. Stoddard. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: N. B. Langworthy.

T

THE TAPPAN STOVE Co., 250 Wayne St., Mansfield, Ohio, gas ranges. Adv. Exec.: R. J. Hammer. TV Adv. Exec.: G. S. Condos.

TASTY TOOTHPASTE Corp., 4 Park Ave., Mt. Vernon, N. Y. Adv. Exec.: Charles A. Susslin. Agency: Victor van der Linde Co., N. Y. Acct. Exec.: Robert C. Wood.

THE TAYLOR-REED Corp., Glenbrook, Conn., Cocoa Marsh, Q-T instant frosting, Q-T Pie Crust, Chin Lee Chinese Dinners. Adv. Exec.: Charles M. D Reed. Agency: Tracy, Kent & Co., Inc., N. Y. Acct. Exec.: Frank Kent.

TELE-TONE RADIO Corp., Amboy Ave. & Myrtle St., Elizabeth, N. J., TV and radio receivers. Adv. Exec.: James N. Ryan. Agency: Dowd-Redfield-Johnston, N. Y. Acct. Exec.: Milton Raymond.

TELEX, Telex Park, Minneapolis 1, Telex hearing aid, electro-acoustic material. Adv. Exec.: Rose Erlander. Agency: Melamed-Hobbs, Inc., Minneapolis.

TELLING ICE CREAM Co., 3740 Carnegie Ave., Cleveland 1. Adv. Exec.: D. A. Campbell Jr. Agency: Edward Howard & Co., Cleveland.

TELLO Corp., 2735 So. Quinn, Chicago 8, Marvell shrimp cocktail, Frui-Tello and Marvell garlic, Rid-O-Rust chemical solvent for rust and corrosion. Adv. Exec.: Marvin P. Loeb. Agency: Michael Warren & Assoc., Chicago. Acct. Exec.: Myron Wersh.

TELREX Inc., Asbury Park, N. J., television antennas and accessories. Adv. Exec.: Ralph Ercolino.

TEMCO Inc., 4104 Park Ave., Nashville 9, Tenn., gas space heaters, gas floor furnaces, gas wall heaters, gas clothes dryers. Adv. Exec.: Burton Cloud. Agency: Noble-Drury & Assoc., Nashville. Acct. Exec.: Bill Graham.

TERMINAL ISLAND SEAFOOD, Terminal Island, Calif., smoked sardines. Adv. Exec.: Herb Davis. Agency: The Bogerts, Hollywood.

TEXAS CITRUS FRUIT GROWERS EXCHANGE, Mission, Tex., TexaSweet, Tally, Blue Bonnet, Sharyland, Rio Grande, Suresweet and Bracer brands of Texas citrus fruits. Adv. Exec.: M. W. Acers. Agency: Grant Adv., Dallas.

THE TEXAS Co., 135 E. 42nd St., N. Y. 17, Texaco petroleum products. Adv. Exec.: Donald W. Stewart. Agencies: Cunningham & Walsh, N. Y. Erwin, Wasey & Co., N. Y. Kudner Agency, N. Y. Acct. Execs.: Geo. S. Fowler, Julian Snyder, and M. Kirk.

THOMAS SHIRT, 224 E. 11th, Los Angeles 15, men's shirts. Adv. Exec.: M. C. Shapiro. Agency: Davis & Co., L. A.

GEORGE E. THOMPSON Co., 616 41st Ave., Minneapolis 12, lightning rods. Adv. Exec.: John M. Thompson. Agencies: Art Gruber Assoc., Minneapolis. Cedar Adv. Co., St. Paul, Minn. Acct. Exec.: Mel Jerdee.

THOMSON-PORCELITE PAINT Co., 330 Race, Philadelphia. Adv. Exec.: S. Rothstein. Agency: Wayne Adv., Phila. Acct. Exec.: H. Goldberg.

THOR Corp., 2215 So. 54th Ave., Chicago 50, Thor automatic washing machines and gladirons, dishwashers and sinks, clothes dryers. Adv. Exec.: Emil G. Best. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: Martin Zitz.

THORNTON CANNING Co., Box 29, Lodi, Calif., canned juices and fruit concentrates. Adv. Exec.: Fred D. Clarke. Agency: Roy S. Durstine, Inc., N. Y. Acct. Exec.: Robert B. England.

TIDE WATER ASSOCIATED OIL Co., 79 New Montgomery, San Francisco 20, petroleum products. Adv. Exec.: Harold R. Deal. Agency: Buchanan & Co., S. F. Acct. Exec.: Ray Randall.

TILBEST FOODS, 401 W. Juneau Ave., Milwaukee 3, Tilbest quick mixes. Adv. Exec.: Mrs. Barbara Leach. Agency: Keck-Franke Adv., Oconomowoc, Wis. Acct. Exec.: Ray Wholihan.

TIPIT, 99 Dorsa Ave., Livingston, N. J., liquid dispenser. Adv. Exec.: Arthur D. Clair. Agency: Ellington & Co. Inc., N. Y.

THE TOLEDO EDISON Co., 420 Madison Ave., Toledo 4. Adv. Exec.: Nelson H. Randall. Agency: Chas. F. Dowd, Toledo. Acct. Exec.: Chas. F. Dowd.

THE TONI Co., Merchandise Mart, Chicago, home permanent and shampoo. Adv. Exec.: Don Paul Nathanson. Agencies: Foote, Cone & Belding, Chicago. Acct. Execs.: J. Stolsoff and T. Mulgrew. Tatham-Laird Inc., Chicago. Acct. Exec.: T. Mertz.

TOOLKRAFT Corp., Springfield, Mass., Darra-James power tools. Adv. Exec.: C. M. Whitney. Agencies: K. C. Shenton Adv. Service, Hartford, Conn. Boardman G. Getsinger, Watertown, Conn.

TOTTY'S, Ridgedale Ave., Madison, N. J., plants and flowers. Adv. Exec.: H. M. Totty. Agency: Samuel Croot, Inc., N. Y. Acct. Exec.: U. S. Grant Welsh.

TOWLE MANUFACTURING Co., Newburyport, Mass., sterling silver tableware. Adv. Exec.: R. S. Adams. Agency: H. B. Humphrey, Alley & Richards, Boston. Acct. Exec.: Marjory Hall.

THE TOWN HOUSE, 2961 Wilshire Blvd., Los Angeles 5. Adv. Exec.: Miss Evelyn Rosewall. Agency: Beaumont & Hohman, Inc., L. A. Acct. Exec.: C. A. Beaumont.

TRAD TELEVISION Corp., 1001 First Ave., Asbury Park, N. J., Tradiovision. Adv. Exec.: Sidney Pincus. Agency: Cayton, N. Y.

TRANSVISION, Inc., 160 North Ave., New Rochelle, N. Y., television kits, components and instruments. Adv. Exec.: E. M. Cohan. Agency: H. J. Gold Co., N. Y.

TRAVELLERS LUGGAGE Corp., 11 Broadway, N. Y., luggage and leather goods, watches, electrical appliances, novelties. Adv. Exec.: Saul Dorf.

TRAV-LER RADIO Corp., 571 W. Jackson Blvd., Chicago 6. Adv. Exec.: H. Larson. Agency: Jones Frankel Co., Chicago. Acct. Exec.: A. G. Gaines.

THE TROY SAVINGS BANK, Second & State, Troy, N. Y., savings and life insurance and community planning. Adv. Exec.: Raymond K. Meixsell. Agency: Doremus & Co., N. Y. Acct. Exec.: Louis Munro.

TRUSCON STEEL Co., Albert St., Youngstown, Ohio, steel building products. Adv. Exec.: Paul L. Callahan. Agency: Meldrum & Fewsmith, Cleveland. Acct. Exec.: C. A. Kroening.

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TRUZETTE OF CALIFORNIA, 743 Santee, Los Angeles 14, lingerie. Adv. Exec.: Paul Balog. Agency: Ross, Gardner & White, L. A.

20th CENTURY FOX, 444 West 56th St., New York. Adv. Exec.: Charles Einfeld.

TWIN HAIR CONDITIONER, 740 Nedro Ave., Phila., hair conditioner. Adv. Exec.: Frank Kessler. Agency: Solis S. Cantor, Phila. Acct. Exec.: Robt. Weiner.

TYLER PRODUCTS Co., 318 Lafayette St., Pawtucket, R. I., coffee syrup. Adv. Exec.: William N. Tyler. Agency: FitzGerald Inc., Providence.

U

UNION OIL CO. OF CALIF., 617 W. 7th St., Los Angeles, petroleum products. Adv. Exec.: C. Haines Finnell. Agency: Foote, Cone & Belding, L. A. Acct. Exec.: Jack Smock.

UNION PACIFIC RAILROAD Co., 1416 Dodge St., Omaha 2, Neb. Adv. Exec.: H. B. Northcott. Agencies: Caples Co., Omaha. Acct. Exec.: J. D. Farris. Caples Co., Los Angeles. Acct. Exec.: R. R. Rullman. Gillham Adv. Agency, Salt Lake City. Acct. Exec.: V. V. Bell.

U. S. ARMY AND U. S. AIR FORCE RECRUITING SERVICE, Guam Hall, 23rd Place and Oklahoma Ave., N.E., Washington 25, D. C. Adv. Exec.: Lt. Colonel William Berkeley. TV Adv. Exec.: Major Joseph H. Gigandet. Agency: Grant Adv., Chicago. Acct. Exec.: Edwin Lewis.

UNITED STATES ENVELOPE Co., 21 Cypress, Springfield 2, Mass., envelopes, transparent cellulose bags, drinking cups. Adv. Exec.: E. L. Wight. Agencies: Wm. B. Remington Inc., Springfield, Mass. S. R. Leon Co., N. Y.

U. S. GLASS Co., Tiffin, Ohio, crystal and glassware. Adv. Exec.: Carl R. Kalnow. Agency: Gibbons & O'Neil, Cleveland. Acct. Exec.: Mary Gibbons.

UNITED STATES RUBBER Co., 1230 Ave. of the Americas, N. Y. 20, Footwear and General Products Division: U. S. Rubber Footwear, Raynsters, Keds, U. S. Koylon and U. S. Gaytees, U. S. Royal Golf Balls, Soles, Drug Sundries, Bathing Wear, Lastex and Rubber Tread. Adv. Exec.: T. H. Young. Agency: Fletcher D. Richards Inc., N. Y. Acct. Exec.: F. D. Richards.

UNITED STATES TELEVISION MFG. Corp., 3 W. 61st, N. Y. 23, Big Picture Television Sets, with FM Radios, Radio Phonographs. Adv. Exec.: Hamilton Hoge. Agency: Huber Hoge & Sons, N. Y. Acct. Exec.: Stan Lurie.

UNITED STATES TOBACCO Co., 630 Fifth Ave., N. Y. 20, Dill's Best and Model smoking tobaccos, Old Brier and Tweed pipe tobaccos, Bruton Red Seal, Banjo, Rooster and Copenhagen Snuffs. Adv. Exec.: L. A. Bantle. Agency: Kudner Agency Inc., N. Y.

UNIVERSAL CAMERA Corp., 28 W. 23rd, N. Y. 10, Makers of Precision Photographic and Optical Instruments. Adv. Exec.: C. J. Spinatelli.

UNIVERSAL CHEMISTS, 107 Northampton, Boston 18. Adv. Exec.: A. J. White. Agency: Corey Snow Inc., Boston.

UNIVERSITY OF PENNSYLVANIA, 34th and Woodland, Philadelphia 4, courses of study. Agency: Al Paul Lefton Co., Philadelphia.

UNSINGER-AP Corp., 1801 Spielbush, Toledo 1, Ohio, knives, carton cutters, seam rippers. Adv. Exec.: Al Joseph. Agency: Clark & Rickerd Inc., Detroit.

UTICA BREWING Co., 600-615 Jay, Utica 3, N. Y., Fort Schuyler Light Ale and Lager Beer. Adv. Exec.: J. H. Lalor. Agency: Farquhar & Bair, Utica, N. Y.

V

VAISEY-BRISTOL SHOE Co., 38 Scio, Rochester 3, N. Y., shoes. Adv. Exec.: Morry Storm. Agency: Storm Adv., Rochester, N. Y.

VALLEY NATIONAL BANK, Phoenix, Ariz., banking services. Adv. Exec.: Carl A. Bimson. Agency: Adv. Counselors of Ariz., Phoenix. Acct. Exec.: I. N. Shun.

VANETTE HOSIERY MILLS, 5919 Maple Ave., Dallas 9, Tex., Vanette hosiery. Adv. Exec.: J. O. Davis. Agency: Grant Adv., Dallas. Acct. Exec.: Samuel Hepworth.

J. G. VAN HOLTEN & SON, Sunny Slope Rd., Milwaukee, Wis., pickles. Adv. Exec.: Earl Van Holten. Agency: Jim Baker Assoc. Inc., Milwaukee. Acct. Exec.: John F. Luick.

VAN-S LABORATORIES, 1681 8th St., Oakland 20, Calif., Dentrix-Ammoniated Tooth Paste, tooth powder, mouth rinse. Adv. Exec.: Gunner L. Scholer. Agency: Ley & Levingston, San Francisco. Acct. Exec.: Mr. Ley.

VELVET PEANUT PRODUCTS, 14471 Livernois, Detroit. Adv. Exec.: Paul Zuckerman. Agency: Simons-Michelson Co., Detroit.

VENTURA COASTAL LEMON Co., Ventura, Calif., Coastal brand juices. Agency: Robert Smith Adv. Agency, L. A. Acct. Exec.: Mel Smith.

VETTE Co., 458 W. Broadway, Glendale 4, Calif., Whiffen Puffs. Adv. Exec.: Albert Dunn. Agency: Calkins & Holden, Carlock, McClinton & Smith, L. A. Acct. Exec.: David R. Fenwick.

VICK CHEMICAL Co., 122 E. 42nd St., New York, Vaporub and cough drops. Adv. Execs.: J. G. Morrison and C. H. Carter. Agency: BBDO, N. Y. Acct. Exec.: William O'Donnell.

VICTORIA PEARL Co., 550 5th Ave., N. Y. 19, simulated, cultured and natural pearls. Adv. Exec.: Steven Nathan. Agency: Frank Best & Co., N. Y. Acct. Exec.: I. K. Marks.

VICTORY PACKING Co., 3363 East 45th St., L. A. 58, Thoro-Fed dog food, Kal Kan horse meat. Adv. Exec.: Burton F. Lamfrom. Agency: McNeill, McCleery & Creamer, L. A. Acct. Exec.: Mr. Creamer.

VIMCO MACARONI PRODUCT Co., Carnegie, Pa., macaroni, spaghetti mfrs. Adv. Exec.: Sam Viviano. Agency: James A. Stewart Co., Carnegie, Pa. Acct. Exec.: J. A. Stewart.

VI-TONE PRODUCTS, 198 Gage Ave., South, Hamilton, Ont., Vi-Tone, Vi-Tone Fast Fudge Mix, (chocolate, maple and vanilla) and Mil-Ko, powdered skim milk. Adv. Exec.: John R. MacLean. Agency: Jas. Lovick & Co., Toronto. Acct. Exec.: L. G. Smith.

VOCO Inc., 33 34th, Brooklyn 32, children's recordings. Adv. Exec.: Seymour M. Leslie. Agency: H. A. Lifton Assoc. Inc., N. Y. Acct. Exec.: Marvin Shaw.

VOICE OF PROPHECY Inc., 6840 Eastern Ave., N.W., Takoma Park, Washington 12, D. C. Adv. Exec.: I. E. Gillis. Agency: Western Adv. Agency, L. A. Acct. Exec.: Milton Carlson.

W. J. VOIT RUBBER Corp., 1600 E. 25th, L. A. 11, Voit athletic balls. Adv. Exec.: Mell M. Barton. Agency: Hixson & Jorgenson, L. A. Acct. Exec.: J. Tyler Macdonald.

WILLIAM VOLKER & Co., 3rd & Main, Box 168, Kansas City, Mo., Volker Sunchek fabric for venetian blinds. Adv. Exec.: F. E. Galloway. Agency: Bruce B. Brewer & Co., Kansas City, Mo. Acct. Exec.: John Barton.

W

WAGNER AWNING & MFG. Co., 2658 Scranton Rd., Cleveland 1, Wagner Awnings, Tarpaulins, Flags, Ice Bags & Canvas Specialties, Industrial Canvas Products. Adv. Exec.: J. Roy Fink. Agency: Bayless-Kerr Co., Cleveland. Acct. Exec.: Don Fairchilds.

AUGUST WAGNER BREWERIES, 605 So. Front, Columbus 16, Ohio. Gambrinus Beer. Adv. Exec.: N. D. Lenahan. Agency: Byer & Bowman Adv., Columbus.

WAHL CLIPPER Corp., 403 E. Third, Sterling, Ill., Magnetic Vibrators. Adv. Exec.: J. K. Rice. Agency: Simmonds & Simmonds, Chicago. Acct. Exec.: Phil W. Tobias Jr.

WAITT & BOND, 1180 Raymond Blvd., Newark 2, N. J., Blackstone & Yankee Cigars. Adv. Exec.: Harley W. Jefferson. Agency: Harry B. Cohen Adv. Co., N. Y. Acct. Exec.: Edward J. Rosenwald.

WALCO (DIVISION OF ELECTROVOX Inc.) 60 Franklin, E. Orange, N. J., Walco Tele-Vue Lens, Walco Needles (Phono), Walco Television Filter, Walco Television Cleaning Kit. Adv. Exec.: Eugene B. Lucas. Agency: H. W. Hauptman Co., N. Y. Acct. Exec.: H. W. Hauptman.

WALGREEN Co., 4300 Peterson Ave., Chicago 30. Drugs, Toiletries, Sundries. Adv. Exec.: Orville G. Gile. Agency: Schwimmer & Scott, Chicago.

SEYMOUR WALLAS & Co., 1200 S. 8th, St. Louis, plastics. Adv. Exec.: Seymour Wallas. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Louis Westheimer.

WANDER Co., 360 N. Michigan Ave., Chicago 1. Ovaltine. Adv. Exec.: Hatt Johnston. Agency: Grant Adv., Chicago. Acct. Exec.: Hill Blackett.

WARD BAKING Co., 475 Fifth Ave., N. Y. 17, Ward's, Tip-Top Bread & Ward's Tip-Top Cakes. Adv. Exec.: V. P. McKinnie. Agency: J. Walter Thompson Co., N. Y

WARING PRODUCTS Corp., 25 W. 43rd, N. Y., Waring Blenders & Steam Iron, & Durabilt Travel Irons. Adv. Exec.: Patrick J. Sweeney.

WASHINGTON COOPERATIVE FARMERS ASSN., 201 Elliott Ave., W., Seattle, eggs & canned poultry. Adv. Exec.: M. S. Hawley. Agency: Pacific National Adv. Agency, Seattle. Acct. Exec.: H. O. Stone.

WASHINGTON STATE FRUIT COMMISSION, 126 S. Second Ave., Yakima, Wash., cherries, apricots, peaches, pears, plums & prunes. Adv. Exec.: Fred H. Westberg. Agency: Pacific National Adv. Agency, Seattle. Acct. Exec.: Frank Horsley.

WASHINGTON PROPERTIES, 2600 Woodley Rd., N. W., Washington, D. C., hotels, office & apartment buildings. Adv. Exec.: George D. Johnson. Agency: Admasters Adv., Washington. Acct. Exec.: J. P. Jones.

WASHINGTON POST, 1515 L St., N. W., Washington 5, D. C., newspaper. Adv. Exec.: Donald M. Bernard.

WASHINGTON STATE APPLE COMMISSION, P. O. Box 18, Wenatchee, Wash., apples. Adv. Exec.: H. E. Copple. Agency: J. Walter Thompson Co., Seattle. Acct. Exec.: F. O. Flint.

L. E. WATERMAN Co., 344 Hudson, N. Y., fountain pen, mechanical pencils, desk sets, inks & ball pens. Adv. Exec.: Chas. S. Kernaghan. Agencies: Charles Dallas Reach Co., Newark. Irwin Vladimir & Co., N. Y. McKim Adv., Montreal.

WATSON-STANDARD Co., 225 Galveston Ave., Pittsburgh 30, Pa. Watson-Standard Paint. Adv. Exec.: A. W. Steppler. Agency: Cabbot & Coffman, Pittsburgh. Acct. Exec.: Wm. Coffman.

WEAVER PRODUCTS Co., 3016 17th Ave. S., Minneapolis 7. Spoolies Professional Curlers. Adv. Exec.: J. J. Weaver. Agency: Erwin, Wasey & Co. of Minnesota, Minneapolis.

WEBSTER - CHICAGO Corp., 5610 Bloomingdale, Chicago, phonographs & accessory equipment, wire & tape recorders. Adv. Exec.: S. T. Seaman. Agency: Fuller & Smith & Ross, Chicago. Acct. Exec.: E. Lauesen.

WEBSTER TOBACCO Co., 187 Madison Ave., N. Y. 16, Webster & Cinco Cigars & DW Pipe Tobacco. Adv. Exec.: Everett Meyer. Agency: N. W. Ayer & Son, N. Y. Acct. Exec.: Gerald M. Lauck Jr.

WEIL & Co., 4400 Nicker Place, Cleveland 4. Don-De Coffee. Adv. Exec.: Joseph Weil. Agency: Lustig A. A., Cleveland.

WELCH'S GRAPE JUICE, 55 Fifth Ave., N. Y. grape juice. Adv. Exec.: Barbara Collyer. Agency: Doherty, Clifford & Shenfield, N. Y. Acct. Exec.: Remus Harris.

WELSH Co., 1535 So. 8th, St. Louis 4, Mo., Boodle Buggy & Hush A-Bye Accessories. Adv. Exec.: Albert D. Welsh. Agency: Seevers Adv., St. Louis.

WEST END BREWING Co., 811 Edward, Utica, N. Y., Adv. Exec.: Walter J. Matt. Agency: Harry B. Cohen Adv. Co., N. Y.

WESTCHESTER AQUARIUM SUPPLY Co., 454 Mamaroneck Ave., White Plains, N. Y., tropical fish & aquarium supplies. Adv. Exec.: Doreen V. Straus. Agency: William Warren, N. Y. Acct. Exec.: Thomas Delaney.

WESTCLOX — DIVISION, GENERAL TIME Corp., La Salle, Ill. Westclox Spring Clocks, Watches & Electric Clocks. Adv. Exec.: L. B. Richards. Agencies: BBDO, Chicago; Spitzer & Mills, Toronto, Canada; Gotham Adv. Co., N. Y.

WESTERN AIR LINES Inc., 6060 Avion Drive, Los Angeles. Air transportation. Adv. Exec.: Bert D. Lynn. Agency: Buchanan & Co., L. A. Acct. Exec.: Charles E. Coleman.

WESTERN AUTO SUPPLY Co. (of Missouri) 2107 Grand Ave., Kansas City 8, Mo. Automotive Supplies. Adv. Exec.: D. M. Purpus. Agency: Bruce B. Brewer & Co., Kansas City, Mo. Acct. Exec.: J. Kent Boyd.

WESTERN STOVE Co., 8536 Hayes Ave., Culver City, Calif., Western-Holly Gas Ranges. Adv. Exec.: Jack F. Brembeck. Agency: Brooks Adv. Agency, L. A.

WESTGATE-SUN HARBOR Co., 1966 Bay Front, San Diego, Breast o'Chicken tuna. Adv. Exec.: Harold Requa, Jr. Agency: Barnes-Chase Co., San Diego. Acct. Exec.: George Hawkins.

WESTINGHOUSE ELECTRIC Corp., 306 4th Ave., Pittsburgh 30, Pa., Complete line industrial and domestic electrical apparatus and appliances. Adv. Exec.: Harry J. Deines. Agencies: McCann-Erickson, N. Y., Fuller & Smith & Ross, Cleveland & N. Y.

WESTON BISCUIT Co., 2 Brighton Ave., Passaic, N. J. Cookies. Adv. Exec.: W. B. Van Emburgh. Agencies: Calkins & Holden Carlock, N. Y.; McClinton & Smith, N. Y. Acct. Exec.: Walter B. Geoghegan.

WHAM-O Mfg. Co., S. Pasadena, Calif. Sportsman Slingshot. Adv. Exec.: Pete Kelly.

WHEATENA Corp., Elizabeth Ave. & Grand, Rahway, N. J. Cereal. Adv. Exec.: Arthur R. Wendell. Agency: Brisacher, Wheeler & Staff, N. Y.

WHIRLPOOL Corp., N. State St., St. Joseph, Mich., washers, electric dryer, gas dryer & ironer. Adv. Exec.: D. D. Davidson. Agency: Beaumont & Hohman, Chicago. Acct. Exec.: Perry Thomas.

WHITE STAG MFG Co., 67 W. Burnside, Portland 9, Oregon, White Stag Sport Togs; Play Clothes, Slacks, Jackets & White Stag Westwools; Hunting & Fishing Clothes & Hirsch Weiss Canvas Products. Adv. Exec.: Chas. L. Baum. Agency: Allen & Clenaghen Adv,. Portland, Ore. Acct. Exec.: H. Richard Sellers.

WHITEHALL PHARMACAL Co., 22 E. 40th St., N. Y. Anacin, BiSoDol, Kriptin. Adv. Exec.: R. G. Rettig. TV Adv. Exec.: D. D. Ballin, Jr. Agencies: Biow, N. Y. Acct. Exec.: D. Rogers; Sullivan, Stauffer, Colwell & Bayles, N. Y., Adv. Exec.: C. Hathaway; Cecil & Presbrey, N. Y., Acct. Exec.: S. Dalsimer.

WHITING MILK Co., 40 Cambridge, Charlestown 29, Mass., Milk, Cream, Dairy Products. Adv. Exec.: Chambers & Wiswell, Boston. Acct. Exec.: Charles F. Hutchinson.

STEPHEN F. WHITMAN & SON, 4th, Race & Lawrence, Philadelphia 4, Pa., Whitman's Chocolates. Adv. Exec.: L. L. McIlhenney. Agency: Ward Wheelock Co., Philadelphia.

GEO. WEIDEMANN BREWING Co., 601 Columbia, Newport 8, Ky. Weidemann's Bohemian; Royal Amber Beer. Adv. Exec.: H. Tracy Balcom Jr. Agency: Strauchen & McKim Adver., Cincinnati. Acct. Exec.: E. R. Strauchen.

JOSEPH WIESNER ORIGINALS, 379 5th Ave., N. Y. 16. Costume jewelry. Adv. Exec.: Murray Fischer. Agency: E. T. Howard Co., N. Y.

WIESSNER BREWING Co., 1108 Hillen, Baltimore 2, Md., Wiessner's Beer. Adv. Exec.: Morton Sarubin. Agency: Dundon & Rosenbush Co., Baltimore, Md., Acct. Exec.: E. H. Hudgins.

WILBUR-SUCHARD CHOCOLATE Co., 48 No. Broad, Lititz, Pa., Wilbur & Suchard Chocolate Specialties. Adv. Exec.: John A. Wood. Agency: Foltz-Wessinger, Lancaster, Pa.

WILDROOT Co., 1740 Bailey Ave., Buffalo 11. Wildroot Toilet Preparations & Frostilla Hand Lotion. Adv. Exec.: J. W. Maurer. Agencies: BBDO, N. Y.; A. J. Denne & Co., Toronto, Can.

WILKENING MFG. Co., 2000 S. 71st, Philadelphia 42. Pedrick Heat-Shaped Piston Rings, Automotive Products. Adv. Exec.: F. W. Wilkening. Agency: Gray & Rogers, Philadelphia. Acct. Exec.: Sherman Landers.

WILKIL PEST CONTROL, 1174 S. La Brea, L. A. 35, Cal. Wilkil Insecticide. Adv. Exec.: R. M. Wilson.

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ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York 18. Tel.: Bryant 9-0430. *Officers:* Graham Patterson, chairman of the board; E. G. Borton, president.

AMERICAN ASSN. OF ADVERTISING AGENCIES—420 Lexington Ave., New York. Tel.: Lexington 2-7980. *Officers:* Louis N. Brockway, Young & Rubicam, chairman of the board; Frederic R. Gamble, president; John P. Cunningham, Cunningham & Walsh, vice chairman; Wilbur Van Sant, Van Sant, Dugdale & Co., secretary-treasurer; Frank G. Silvernail, BBDO, chairman, Committee on Radio and Television Broadcasting; Walter Craig, Benton & Bowles, chairman, Committee on Radio and Television Production; Richard L. Scheidker, Richard Turnbull, vice presidents.

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AMERICAN RADIO RELAY LEAGUE—38 LaSalle Rd., West Hartford 7, Conn. *Officers:* George W. Bailey, president; F. E. Handy, vice president; Wayland M. Groves, vice president; D. H. Houghton, treasurer; A. L. Budlong, secretary.

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ASSN. OF NATIONAL ADVERTISERS Inc.—285 Madison Ave., New York 17. Tel.: Oregon 9-4940. *Officers:* Wesley I. Nunn, Standard Oil Co. (Indiana), chairman of the board; J. Ward Maurer, Wildroot Co., vice-chairman; Paul B. West, president; Cy Norton, vice president; M. L. McElroy, vice president; I. W. Digges, vice president and counsellor; Peter W. Allport, secretary.

BROADCAST ADVERTISING BUREAU Inc.—270 Park Ave., New York 17. Tel.: Murray Hill 8-4020. William B. Ryan, president.

CANADIAN ASSN. OF BROADCASTERS — Main office — 108 Sparks St., Ottawa. Tel.: 3-4036. Sales Branch—37 Bloor St. W., Toronto, Ont. Tel.: Princess 3729. T. J. Allard, general manager; T. A. Evans, secretary-treasurer; Pat Freeman, sales manager; Joseph Sedgwick, Guy Roberge, general counsel; D. Malcolm Neill, Fredericton, chairman of the board. *Directors:* E. Finlay Macdonald, Halifax, N.S.; Malcolm Neill, Fredericton, N.B.; Phil Lalonde, Montreal; Dr. Charles Houde, New Carlisle, P.Q.; Harry Sedgwick, Toronto; W. C. B. Burgoyne, St. Catharine's; M. T. Brown, London; W. A. Speers, Winnipeg; E. A. Rawlinson, Prince Albert; H. G. Love, Calgary; F. H. Elphicke, Vancouver.

CLEAR CHANNEL BROADCASTING SERVICE — Shoreham Bldg., Washington, D. C. Tel.: Executive 0255. *Officers:* Ward L. Quaal, director; Edwin W. Craig, WSM Nashville, chairman; Harold Hough, WBAP Fort Worth, treasurer; Reed T. Rollo, counsel; Norma C. MaDan, secretary. *Executive Committee:* Edwin W. Craig, WSM; Victor A. Sholis, WHAS Louisville; Harold Hough,

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JOHN H. WILKINS Co., 525-537 R. I. Ave., N. E., Washington 2, D. C., Wilkins Tea, Tea Balls & Coffee. Adv. Exec.: John H. Wilkins, Jr., Agency: Lewis Edwin Ryan Inc., Washington, D. C., Acct. Exec.: J. Robt. Corry.

WILLIAM H. WISE & Co., 50 W. 47th St., New York. Books & magazines. Adv. Exec.: Fred C. Breismeister.

WILLYS-OVERLAND MOTORS, Wolcott Blvd., Toledo 1, Ohio., Universal Jeeps, Willys Station Wagons, Willys Trucks, Jeepsters. Adv. Exec.: H. L. Swan. Agencies: Ewell & Thurber Assoc., Toledo, O.; Spitzer & Mills, Toronto, Canada. Acct. Executives: Hal Thurber & Gordon Wallace.

WILSON SPORTING GOODS Co., 2037 N. Campbell Ave., Chicago 47. Sporting & Athletic Goods. Adv. Exec.: Joe Risolute. Agency: Ewell & Thurber Associates, Chicago. Acct. Executives: J. C. Ewell & Glen Morris.

WINE GROWERS GUILD, Lodi, California. Guild Wine. Adv. Exec.: William V. Shaftner. Agency: Guild, Bascom & Bonfigli, S. F. Acct. Exec.: Rod McDonald.

WINSLOW CHIP Co., Green St., Marblehead, Mass., Winslow's Potato Chips, Popcorn & Canned Potato Sticks. Adv. Exec.: Harold E. Winslow. Agency: Harry M. Frost Co., Boston.

WILLIAM H. WISE & Co., 50 West 47th, N. Y. 19, Books & Magazines. Adv. Exec.: Fred C. Breismeister. Agency: Thwing & Altman, N. Y. Acct. Exec.: David Altman.

WISE POTATO CHIP Co., 228 Raseley St., Berwick, Pa., potato chips. Adv. Exec.: Percy C. Wilson. Agency: Lynn-Fieldhouse, Wilkes-Barre, Pa. Acct. Exec.: S. C. B. Lynn.

WONDER BOOKS, 1107 Broadway, N. Y. 1, Children's Books. Adv. Exec.: T. C. Anderson. Agency: Sussman & Sugar, N. Y., Acct. Exec.: Melvin Fauer.

WOODEN SHOE BREWING Co., Minster, Ohio. Woden Shoe Beer. Adv. Exec.: Ulreh Vogt.

WORCESTER BAKING Co., 39-43 Mason St., Worcester 2, Mass. Wholesale bakers of bread, rolls and donuts. Adv. Exec.: H. N. Brown.

WORTH'S Inc., 5915 Easton Ave., St. Louis 12, Women's Apparel. Adv. Exec.: Alvin Goldfarb. Agency: Harold Kirsch Co., St. Louis. Acct. Exec.: Harold Kirsch.

WRIGHT AERONAUTICAL Co., Wood-Ridge, N. J., Adv. Exec.: Roy T. Hurley. Agency: Chas. Dallas Reach Co., Newark, N. J. Acct. Exec.: J. S. Little.

WM. WRIGLEY JR. Co., 410 N. Michigan Ave., Chicago, chewing gum. Adv. Exec.: Henry L. Webster. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: H. Ketting.

WYNN OIL Co., 1151 W. 5th, Azusa, Calif., Wynn's Friction Proofing Oil. Adv. Exec.: Norman S, Maxwell. Agency: BBDO, L. A. Acct. Exec.: Paul Russell.

WYOMING COMMERCE & INDUSTRY COMMISSION, State Capitol, Cheyenne, Wyo., tourist attractions & industrial opportunities. Adv. Exec.: Howard Sharp. Agency: Fadell Co., Minneapolis. Acct. Exec.: Bradford Collins.

Y

YOCUM BROTHERS, Inc., 4th & Walnut Sts., Reading, Pa. Y-B Cigars. Adv. Exec.: D. F. Benbow. Agency: Wm. Jenkins Adv., Philadelphia. Acct. Exec.: Wm. Jenkins.

YOUNG PEOPLES CHURCH OF THE AIR, 730 Chestnut, Philadelphia, religious program. Agency: John Camp Adv. Agency, Fort Wayne, Ind.

Z

ZENITH RADIO CORPORATION, 6001 W. Dickens Ave., Chicago 39. Radio and television receivers. Adv. Exec.: D. H. Grigsby. Agency: MacFarland, Aveyard & Co., Chicago. Acct. Exec.: A. B. Dicus.

GEORGE ZIEGLER Co., 408 W. Florida, Milwaukee. Candy. Adv. Exec.: J. Spasaro.

ZIPPO MFG. Co., 36 Barbour Street, Bradford, Pa. Zippo Windproof Lighters. Adv. Exec.: Walt Avis. Agency: Geyer, Newell & Ganger, N. Y. Acct. Exec.: Bill Mason.

ZIPPY PRODUCTS, Lansdowne, Pa., liquid starch. Adv. Exec.: Chas. L. Crowder. Agencies: Earl A. Buckley Organization, Philadelphia. John C. Dowd, Boston. W. B. Geissinger & Co., Los Angeles.

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ELECTRONICS MFRS. ASSN. Inc.—575 Madison Ave., New York 18. Tel.: Murray Hill 8-0345. David Wald, DeWald Radio, president; Sol W. Gross, Tele-Tone Radio Corp., vice president; I. A. Mitchell, United Transformer Corp., vice president; Allen Bernstein, Adams Laboratories Inc., secretary; Irving Golin, University Loud-Speakers Inc., treasurer; Moses Shapiro, general counsel.

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FINANCIAL PUBLIC RELATIONS ASSN. — 231 S. LaSalle St., Chicago 4. Tel.: State 2-5547. Preston E. Reed, executive vice president.

INSTITUTE OF RADIO ENGINEERS Inc.—1 E. 79th St., New York 21. Tel.: Regent 7-9600. *Officers:* I. S. Coggeshall, president; Jorgen Rybner, vice president; W. R. G. Baker, treasurer; Haraden Pratt, secretary; Alfred N. Goldsmith, editor.

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NATIONAL APPLIANCE & RADIO DEALERS ASSN. — 1437 Merchandise Mart, Chicago 54. Tel.: Michigan 2-5505. *Officers:* Mort Farr, president; H. B. Price Jr., P. S. Urner, vice presidents; M. E. Brunderman, secretary; K. J. Stucky, treasurer; A. W. Bernsohn, managing director; J. A. Cobbey, general counsel; Norman K. Brahmstedt, director member services.

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION—882 Victoria Ave., Los Angeles 5, Calif. Clara S. Logan, president; Dr. Richard Atkinson, 1st vice president; Dr. Lee DeForest, second vice president; Mrs. Naomi Reynolds, corresponding secretary; Miss Gertrude Blackstock, treasurer.

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS — 2500 Municipal Bldg., New York City 7. Seymour N. Siegel, president; Graydon Ausmus, vice president; Burton Paulu, secretary; W. I. Griffith, treasurer; James Miles, executive director.

NATIONAL ASSN. OF MANUFACTURERS—14 W. 49th St., New York. Tel.: CIrcle 5-6600. *Officers:* Wm. H. Ruffin, chairman of the board; Wm. J. Grede, president; Earl Bunting, managing director; Noel Sargent, secretary; Kenneth R. Miller, treasurer; John T. Thacher, vice president in charge of public relations; G. W. (Johnny) Johnstone, director, radio and television dept., public relations div.

NATIONAL ASSN. OF RADIO & TELEVISION BROADCASTERS —1771 N. St., NW, Washington 6, D. C. (see page —).

NATIONAL ASSOCIATION OF RADIO & TV STATION REPRESENTATIVES INC. — 101 Park Ave., New York 17. Tel.: Murray Hill 5-4141. Robert D. C. Meeker, president; Max Everett, vice-president; Eugene Katz, secretary; Joseph Timlin, treasurer; Lewis H. Avery, Russell Woodward, Joseph Weed, directors; Murray Grabhorn, managing director.

NATIONAL ASSN. OF RADIO FARM DIRECTORS — *Officers:* Sam Schneider, KVOO Tulsa, president; Robert Miller, WRFD Worthington, Ohio, vice president; Mal Hansen, WOW Omaha, secretary-treasurer.

NATIONAL ASSN. OF RADIO NEWS DIRECTORS—James Bormann, WCCO Minneapolis, president; Tom Eaton, WTIC Hartford, vice president; Sheldon Peterson, KLZ Denver, treasurer.

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Tel.: Murray Hill 6-3535. R. P. Clayberger, chairman of the board; Edward L. Greene, president; Warren C. Agry, vice president.

NATIONAL ELECTRICAL MFRS. ASSN.—155 E. 44th St., New York 17. Tel.: Murray Hill 2-1500. J. F. Lincoln, Lincoln Electric Co., president; L. G. Hall, Stackpole Carbon Co., treasurer; vice presidents: A. A. Berard, Ward Leonard Electric Co., J. W. Corey, Reliance Electric & Engineering Co., J. H. Jewell, Westinghouse Electric Corp., A. F. Sheldon, Kennecott Wire & Cable Co., Hoyt P. Steele, Benjamin Electric Mfg. Co.

NATIONAL RETAIL DRY GOODS ASSN.—100 W. 31st St., New York 1. Tel.: Chickering 4-8780. *Officers:* Lew Hahn, president emeritus; J. Gordon Dakins, general manager and treasurer; Howard P. Abrahams, manager, Sales Promotion Division. Office: Kass Bldg., Washington, D. C. Tel.: National 3680; John C. Hazen, manager.

NATIONAL SOCIETY OF TELEVISION PRODUCERS — 7063 Sunset Blvd., Hollywood 28, Calif. and 654 Madison Ave., New York 21. Louis Snader, national president. *Hollywood Officers:* Louis Snader, first vice president; Bernie Ebert, second vice president; Gladys Rubens, secretary; Maleese Black, treasurer. *New York Officers:* Irving Sulds, first vice president; Charles Bash, second vice president; Arthur Ehrlich, secretary; Jack Levin, treasurer; Max Gilford, James Fly, legal counsel; William Blowitz, public relations.

PROPRIETARY ASSN.—810 18th St., N. W., Washington 6, D. C. Tel.: National 1914. *Officers:* Dr. Frederick J. Cullen, Washington, D. C., executive vice president; Lupton Patten, Chattanooga Medicine Co., Chattanooga, president; A. K. Barta, secretary-treasurer, Washington, D. C.

RADIO EXECUTIVES CLUB OF NEW YORK—3948 Grand Central Terminal, New York 17. Tel.: Murray Hill 6-0238. I. E. Showerman, president; C. H. Cottington, vice president; Claude Barrere, secretary; S. R. Dean, treasurer.

RADIO PIONEERS — 580 Fifth Ave., New York 19. Tel.: Plaza 7-1800. *Officers:* Carl Haverlin, president; J. R. Poppele, first vice-president; P. W. Morency, vice-president; Arthur B. Church, vice-president; Martin Campbell, vice-president; Raymond Guy, vice-president; O. H. Caldwell, vice-president; Sydney M. Kaye, secretary; Herbert V. Akerberg, treasurer.

RADIO-TELEVISION MANUFACTURERS ASSN. — 777 14th St., Washington 5, D. C. Tel.: National 3902. *Officers:* Robert C. Sprague, Sprague Electric Co., chairman of the board; Glen McDaniel, president; James D. Secrest, general manager and secretary; Leslie F. Muter, Muter Co., treasurer; John W. Van Allen, general counsel. Vice presidents—John W. Craig, Crosley Division; R. E. Carlson, Tung-Sol Lamp Works; A. D. Plamondon Jr., Indiana Steel Products Co.; W. J. Barkley, Collins Radio Co.; Arie Liberman, Talk-A-Phone Co. Headquarters Staff—Peter H. Cousins, information director; Ray S. Donaldson, attorney; Ralph M. Haarlander, assistant secretary; Anna M. Chase, office manager; William F. E. Long, director of statistics.

RADIO-TELEVISION MFRS. ASSN. OF CANADA — 159 Bay St., Toronto. Tel.: Empire 3-1531. R. A. Hackbusch, president; S. D. Brownlee, executive secretary; A. B. Hunt, vice president and chairman of Receiver Division; S. G. Paterson, vice president and chaiman of Transmitter Division; L. M. Price, vice president and chairman of Parts Division; F. H. R. Pounsett, chairman, Engineering Committee; C. G. Lloyd, chairman, Transmitter Engineering Committee; G. B. Elliott, chairman, Service Committee.

WESTERN ASSN. OF BROADCASTERS—c/o CKBI Prince Albert, Sask. E. A. Rawlinson, CKBI Prince Albert, president. *Directors:* F. H. Elphicke, CKWX Vancouver; H. G. Love, CFCN Calgary, William Speers, CKRC Winnipeg.

COMMUNICATIONS CARRIERS AT&T CO., LONG LINES DEPT. —32 Avenue of the Americas, New York 13. Telephone: Exchange 3-9700. *Officers:* H. T. Killingsworth, vice president; H. I. Romnes, Director of Operations.

BELL TELEPHONE Co. of Canada—Beaver Hall Hill, Montreal, Quebec. Tel.: University 6-3911.

BELL TELEPHONE LABORATORIES—463 West St., New York 14. Tel.: Chelsea 3-1000. *Officers:* O. E. Buckley, chairman of the board; M. J. Kelly, president; S.

SERVICES RELATED TO THE BUSINESS OF TELECASTING

B. Cousins, vice president and general manager; D. A. Quarles, vice president; A. B. Clark, vice president; W. H. Martin, vice president; J. W. McRae, vice president; R. Bown, director of research; W. H. Doherty, director of electronic and television research.

CANADIAN NATIONAL TELEGRAPHS—347 Bay St., Toronto 1, Ont. Tel.: Waverly 6071. *Officers:* J. R. White, general manager; D. H. Hawley, chief of commercial operations; A. E. Allen, supervisor of broadcast services.

CANADIAN PACIFIC COMMUNICATIONS — 204 Hospital St., Montreal, Quebec. Tel.: Marquette 7531. *Officers:* W. D. Neil, general manager; E. L. Scott, superintendent of broadcast services; R. A. Gunton, general contract and tariff supervisor.

GLOBE WIRELESS Ltd. — 141 Battery St., San Francisco, Calif. Tel.: Exbrook 2-6181. *Officers:* R. Stanley Dollar, president; R. H. Andersen, Walter P. Boatwright, J. D. Hopkins, William H. Phillips, R. Stanley Dollar Jr., vice presidents.

INTERNATIONAL TEL. & TEL. Corp.—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. William H. Harrison, president and director.

MACKAY RADIO & TELEGRAPH CO. (AC&R)—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. *Officers:* Adm. William F. Halsey, chairman of board; Ellery W. Stone, president; F. L. Henderson, executive vice president; J. A. Kennedy, vice president and general counsel; B. B. Tower, vice president and controller; L. N. Anderson and C. R. McPherson, vice presidents; C. E. Scholz, vice president and chief engineer. E. H. Price, vice president, Marine Division; Robert D. Merrill, vice president. communications department; J. T. Chatterton (San Francisco), Morgan Heiskell (Paris), A. C. Jorgensen (Tangier), Gordon Kern (Stuttgart, Germany) and Leroy Spangenberg (New York), vice presidents; J. F. Gibbons, general attorney; O. C. Buchanan, treasurer; R. M. Scribner, secretary.

PRESS WIRELESS Inc. — 1475 Broadway, New York. Tel.: Bryant 9-5030. William J. McCambridge, president and treasurer; A. G. Greany, secretary; T. J. Reilly, assistant treasurer.

RCA COMMUNICATIONS — 66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president; Sidney Sparks, vice president, Commercial Activities, Program and Photo Transmission Service; F. H. Goring, N. Y.; H. E. Austin, San Francisco.

WESTERN UNION TELEGRAPH Co.—60 Hudson St., New York 13. Tel.: Worth 2-7300. *Officers:* Walter P. Marshall, president; T. B. Gittings, public relations vice president; H. P. Corwith, development and research vice president; S. M. Barr, plant and engineering vice president; J. Z. Millar, director of research; F. B. Bramhall, transmission research engineer; W. B. Sullinger, radio research engineer; E. C. Homer, electronics research engineer.

CONSULTANTS ALLIED ARTS

MERLIN H. AYLESWORTH—30 Rockefeller Plaza, New York 20. Tel.: (Circle 6-2535. (Advisory counsel.) Chairman of the Executive Committee, Ellington & Co. Inc., 535 Fifth Avenue, NYC.

BLACKBURN-HAMILTON CO.—Washington Bldg., Washington 5, D. C. Tel.: Sterling 4341. Tribune Tower, Chicago; Tel.: Delaware 7-2755. 235 Montgomery St., San Francisco 4; Tel.: Exbrook 2-5672. Media brokers. *Officers:* James W. Blackburn, partner; Ray V. Hamilton, partner.

BOOZ, ALLEN & HAMILTON—135 S. LaSalle St., Chicago 3. Tel.: Financial 6-1900; New York—285 Madison Ave., New York 17. Tel.: Oregon 9-1900; Los Angeles—523 W. Sixth St., Los Angeles 14. Tel.: Trinity 3215; Washington—1625 Eye St., Washington 5. Tel.: Executive 5212; Minneapolis — Northwestern Bank Bldg., Minneapolis 2. Tel.: Main 7521. San Francisco, 235 Montgomery St. Tel.: Yukon 2-2480. *Partners:* James L. Allen, James C. Olson, Edward J. Burnell, John L. Burns, Sherrill A. Parsons, Stuart M. Campbell, Stanley M. Humphrey, Harry W. Knight, Stewart M. Lowry. William C. Eldridge, Arnold F. Emch, Joseph M. Kubert, Perry Addleman, Charles P. Bowen, Robert Wise, John W. Pocock, Robert M. Browning, George F. Hamson, Edwin L. Morris, Alfred J. Gagnon, Philip Donham, Lloyd E. Wilkinson, Lawrence L. Ellis, Ralph E. Smiley, Clyde C. Seney, John P. Gallagher, William S. Powell, F. Newton Parks, James A. Newman, Robert Hale, H. Ferris White.

BROADCAST SERVICE BUREAU Inc.—1025 Vermont Ave., N. W., Washington 5, D. C. Tel.: National 7808. C. B. Collins, president. (FCC Broadcast Rules and Standards with amendment service.)

CARL H. BUTMAN — National Press Bldg., Washington, D. C. Tel.: National 7846. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

DAVID DARRIN — 1710 G St., N.W., Washington, D. C. Tel.: Republic 0645—Ext. 501. (Public relations consultant, Video programming, single or series.)

SMITH DAVIS—9 E. 62d St., New York. Tel.: Templeton 8-1420. (Brokerage, financing, newspapers, radio stations, television.)

REUBEN H. DONNELLEY CORP.—350 East 22d Street., Chicago 16. Tel.: Victory 2-3232. *Officers:* Raymond M. Gunnison, chairman of the board; Gaylord Donnelley, vice chairman of the board; David L. Harrington, president; Arthur H. Bamforth, vice president; Curtiss E. Frank, vice president, & general counsel; Albert M. Andersen, vice president; Harold P. Harper, vice president; J. Aubrey Hope, vice president; Harry W. Warner, sec.-treas. (Contest judging, premium mailing and packaging; classified telephone directory publishers; house to house distribution; store service direct mail advertising, mailing lists.)

HOWARD S. FRAZIER — Bond Bldg., Washington 5, D. C. Tel.: National 2173. Howard S. Frazier. (Television and radio management consultants; broadcaster's executive placement service.)

A. LEWIS KING—551 Fifth Ave., New York 17. Tel.: Murray Hill 2-8276. Television and broadcast advertising consultant.

PETER R. LEVIN—425 E. 53d St., New York 22. Management counsel, design planning, operation of TV stations.

EDWARD C. LOBDELL ASSOCIATES—17 E. 48th St., New York 17. Tel.: PLaza 5-1127. Edward C. Lobdell, general manager; M. M. Larsen, assistant to the general manager; John D. McTigue, chairman, Policy and Planning Board (on military leave); John R. Porterfield, vice-chairman. (Management Consultants for station operational, organizational, market, rate, and policy studies; station brokers; personnel agency.)

McKIBBEN & PELLETIER—325 Market St., Kittanning, Pa. Tel.: 43-1381. (Management and technical consultants to radio stations.)

McKINSEY & Co. — 60 E. 42d St., New York 17. Tel.: MUrray Hill 7-3123. *Partners and Principals:* Horace G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, Howard C. Adams, Ewing W. Reilley, Gerald L. Murphy, Gilbert H. Clee, Paul Roberts, Richard D. Elwell, Carl T. Hoffman, E. Everett Smith Jr., Phillip E. Babb. Office: 75 Federal St., Boston 10; Tel.: HUbbard 2-9626; Stanley L. Balmer, Arthur T. Caruso. Office: 208 South LaSalle St., Chicago 4; Tel.: RAndolph 6-6980; Harrison A. Roddick, Frank Wallace. Office: 235 Montgomery St., San Francisco 4; Tel.: GArfield 1-3638; John G. Neukom, William H. Dennick. Office: 612 South Flower St., Los Angeles 17; Tel.: MAdison 6-3201; Forrest Wallace.

GEORGE McKITTRICK & Co.—108 Fulton St., New York 38. Tel.: Barclay 7-4828. Branch Office: 185 N. Wabash St., Chicago 1. Tel.: State 2-8911. (Publishes McKittrick's Geographical and Classified Directory of Advertisers and Advertising Agency list.)

NATIONAL REGISTER PUBLISHING Co. Inc.—130 W. 42nd St., New York 18. Tel.: Longacre 4-1710. *President:* R. W. Ferrel. *General manager:* C. H. Brown. Branch: 333 N. Michigan Ave., Chicago; Tel.: Randolph 6-5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

TED NELSON ASSOCIATES — 730 Fifth Ave., New York 19. Tel.: Circle 6-8470. Ted Nelson, owner and producer; Richard Diamond, script director; Perry Bruskin, Charles Durand, TV directors; Ralph Tolleris, writer and assistant director. (Television consultants, television packages, TV advertising agency.)

M. S. NOVIK—630 Fifth Ave., New York 20. Tel.: Circle 6-3976. (Public service radio consultant.)

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SERVICES RELATED TO THE BUSINESS OF TELECASTING

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FRED A. PALMER Co.—6800 N. High, Worthington, Ohio. Tel.: Franklin 2-7346. Fred A. Palmer, president. (TV sales consultant.)

PIKE & FISCHER—Dupont Circle Bldg., Washington 6, D. C. Publishers of Pike & Fischer *Radio Regulation* (FCC rules, amendments, decisions, and related radio and television commentary service).

RADIO REPORTS Inc.—220 E. 42nd St., New York 17. Tel.: Murray Hill 7-6658. Edward F. Loomis, president; Gordon V. Carruth, vice president. Branch offices: 5050 Joy Road, Detroit 4; 1550 E. 52nd St., Chicago; 36 Springfield St., Wilbraham, Mass.; 2024 W. Sixth St., Los Angeles 5; 519 6th St., N. W., Washington 1, D. C.; 1649 N. Broad St., Philadelphia; 264 Arlington Ave., Berkeley, Calif., and 12728 Woodland Ave., Cleveland. (Recordings, digesting, transcribing radio and TV news and comments, surveys of program content; monitoring of commercials in about 200 markets.)

MERRITT R. SCHOENFELD & Co.—520 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-0818. Merritt R. Schoenfeld, president; Lewis G. Green, vice president; R. Hall Adams, secretary-treasurer.

HOWARD STARK—50 E. 58th St., New York 22. Tel.: Eldorado 5-0405. (Brokerage, financing newspapers, radio stations, television.

TRADE-WAYS INC.—285 Madison Ave., New York. Tel.: Oregon 9-3070. William H. Lough, president and treasurer. (Marketing counsellors specializing in sales training.)

CLIFFORD YEWDALL—154 W. 14th St., New York 1. Tel.: Chelsea 2-4843. Branches: 11 S. La-Salle St., Chicago. Tel.: Randolph 6-7575. Sharp Bldg., Lincoln 8, Neb. Tel.: 2-3135. (Accountant specializing in radio.)

FREQUENCY MEASURING SERVICES

WILLIAM W. L. BURNETT RADIO LABORATORY—4814 Idaho St., San Diego 4, Calif. Tel.: Talbot 4943. William W. L. Burnett, engineer in charge.

COMMERCIAL RADIO MONITORING CO.—P. O. Box 7037, Kansas City 2. Tel.: Jackson 5302. Robert F. Wolfskill, manager; Walter H. Campbell, chief engineer, and Wm. L. Blakeley, in charge of frequency measurements.

L. J. N. du TREIL & ASSOC.—204 Homedale Ave., New Orleans 19, La. Tel.: Audubon 3525, 0917.

HUTTON MONITORING SERVICE — Rockwell and Westchester Aves., Catonsville 28, Md. Tel.: Catonsville 9078. J. W. Hutton, owner.

PRECISION FREQUENCY SERVICE—1426 S. Flower St., Santa Ana, Calif. Tel.: Kimberly 2-2117. John R. Schick, engineer.

RCA COMMUNICATIONS INC.—66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president; Sidney Sparks, vice president for commercial activities; Frank Flood, manager of special services. Branch: Riverhead, L. I., N. Y.; Tel.: 2290; E. C. Rundquist, manager. Branch: San Francisco, 28 Geary St. Tel.: Garfield 4200. H. E. Austin, vice president and manager.

SOUTHWEST FREQUENCY MEASUREMENTS — P. O. Box 4114, Austin, Tex. Tel.: 7-2904. Marion T. Hill, engineer in charge.

T & T RADIO MEASUREMENTS CO.—2559 Atlantic Ave., Long Beach 6, Calif. Tel.: Long Beach 4-2015. Jay E. Tapp and Raymond B. Torian, co-owners.

MARTIN R. WILLIAMS—7401 E. 14th St., Indianapolis 19, Ind. Tel.: Blackstone 0388; Market 3326.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS — 20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.

MUSIC LICENSING GROUPS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS (ASCAP)—575 Madison Ave., New York 22. *Officers:* Otto A. Harbach, president; Saul H. Bourne, vice president; Oscar Hammerstein II, vice president; Paul Cunningham, secretary; Louis Bernstein, treasurer; A. Walter Kramer, assistant secretary; Frank H. Connor, assistant treasurer. *Board of Directors:* Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

ASSOCIATED MUSIC PUBLISHERS (AMP)—BMI Subsidiary. 25 W. 45th St., New York 19. Tel.: Luxemburg 2-1790. Merritt E. Tompkins, president; Earl B. Hall, Karl Bauer, vice presidents; Charles A. Wall, treasurer.

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York 19. Tel.: Plaza 7-1800. *Officers:* Carl Haverlin, president; Sydney M. Kaye, vice president & general counsel; Charles A. Wall, vice president in charge of finance; Robert J. Burton, vice president in charge of publisher relations; Jean Geiringer, vice president in charge of foreign relations; Roy Harlow, vice president in charge of station relations. *Directors:* Justin Miller, NARTB, chairman; Sydney M. Kaye, vice chairman; Herbert Akerberg, CBS; John Elmer, WCBM Baltimore; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL Boulder, Colo.; Leonard Kapner, WCAE Pittsburgh; Leonard Reeg, ABC; Paul Morency, WTIC Hartford; J. Leonard Reinsch, WSB Atlanta; J. Harold Ryan, Fort Industry Co.; James E. Wallen, MBS.

COMPOSERS, AUTHORS and PUBLISHERS ASSN. OF CANADA LTD.—132 St. George St., Toronto. Tel.: MI 8457. Sir Ernest MacMillan, president; W. S. Low, gen. mgr.

HARRY FOX — 45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. (Agent and trustee for international music publishers.)

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc. — 45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. Harry Fox, general manager; Walter G. Douglas, chairman of board.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS — 630 Fifth Ave., New York 20. Tel.: Circle 7-8194. Fred Waring, president and chairman of the board; Alfred Rice, general counsel.

G. RICORDI & Co.—1270 Avenue of the Americas, New York 20. Tel.: Plaza 7-6177. Dr. Franco Colombo, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Tel.: Murray Hill 5-5365. Paul Heinecke, president; R. C. Heinecke, treasurer; K. A. Jadassohn, general manager.

PUBLIC RELATIONS AND PROMOTION SERVICES

DAVID O. ALBER ASSOCIATES Inc.—654 Madison Ave., New York 21. Tel.: Templeton 8-8300. *Associates:* Michael Ames, Eugene Shefrin, Robert Windt, Tom Flynn, Sheila McKeon, Al Boyars, Florence Schwartz, Joey Sasso.

AMERICAN RADIO PUBLICATIONS Inc.—121 N. Washington St., Peoria 2, Ill. Tel.: 4-3262. Rex G. Howard, president; John Sloane, vice president; S. C. Zinser, treasurer; Olive M. Howard, secretary. (Civil Defense Manual.)

WILLIAM J. (BILL) BAILEY—2500 Q St., N. W., Washington 7, D. C. Tel.: Dupont 3400, 0953.

BALDWIN & MERMEY—205 E. 42nd St., New York 17. Tel.: Murray Hill 4-4540. *Partners:* William H. Baldwin, Maurice Mermey.

BANNER & GREIF—250 W. 57th St., New York 19. Tel.: Plaza 7-4713. Jack Banner and Ed Greif, partners.

BENTLEY & LIVINGSTONE Inc.—220 S. State St., Chicago 4. Tel.: Webster 9-7439. George Livingstone, president; H. S. Fisher, secretary-treasurer.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Tel.: Templeton 8-5000.

IVAN BLACK ASSOCIATES—400 Madison Ave., New York 17. Tel.: Plaza 5-4760.

BRAND NAMES FOUNDATION—37 West 57th St., New York 19. Tel.: Plaza 9-8425. Henry E. Abt, president; Nathan Keats, vice president; William R. Sands, director of media relations.

BROADCASTERS PROMOTION SERVICE — Atlantic City, N. J. Tel.: 4-6118. James Dooley, business manager.

WILLIAM J. BROWN RADIO & TV CAMPAIGNS—Landman Mill Rd., Piqua, Ohio. Tel.: 2568. William J. Brown, owner.

ROGER BROWN Inc.—40 E. 49th St., New York. Tel.: Plaza 5-3100. Roger Brown, president; Earle Ferris, chairman of the board.

H. A. BRUNO & ASSOC. — 30 Rockefeller Plaza, New York. Tel.: Circle 6-8040. *Associates:* Russell Gudgeon, Hudson Philips, Victor Oristano, Theon Wright, William Pearsall, Arthur Cook, K. L. Harris, Abbott M. Geer.

SERVICES RELATED TO THE BUSINESS OF TELECASTING

CARL BYOIR & ASSOCIATES—10 E. 40th St., New York 16. Tel.: Murray Hill 6-3200. *Officers:* Carl Byoir, chairman of the board; Gerry Swinehart, president; George Hammond, executive vice president; Bob Davis, radio and television director. *Offices:* Washington, D. C., National Press Bldg. Tel.: Sterling 6565; William Wight, vice president. Chicago, 33 N. LaSalle St., Tel.: Dearborn 2-6300; George Dye, vice president. Los Angeles, 727 W. Seventh St., Tel.: Trinity 6421; Charles McVarish, vice president.

HARRY COLEMAN & CO.—664 N. Michigan Ave., Chicago 11. Tel.: Mohawk 4-3883. Harry M. Coleman, president.

COLL & FREEDMAN Inc.—49 W. 51st St., New York 19. Tel.: Plaza 3-9872. Principals: Fred Coll, Zac Freedman.

JAMES A. COWAN—20 Carlton, Tower, Toronto, Ont., Canada. Tel.: Empire 4-8561.

GEORGE EVANS ASSOC. — 36 Central Park South, New York. Tel.: Murray Hill 8-5023. Budd Granoff, president.

THE FAUGHT COMPANY, Inc. —342 Madison Avenue, N.Y.C. 17. Tel.: Murray Hill 7-1171. Millard C. Faught, president.

DIXON GAYER PUBLIC RELATIONS—120 Central Park South, New York 19. Tel.: Plaza 7-7150. Dixon Gayer, president.

STEVE HANNAGAN—247 Park Ave., New York. Tel.: Plaza 5-2900. *Associate:* Jim Scanlan.

ROBERT S. KELLER, Inc. — 72 Barrow St., New York 14, Tel.: Watkins 4-6599. Robert S. Keller, president; E. Benjamin Wright, secretary-treasurer.

KRIEDT & MYERS—J. Clarence Myers, Gary Kriedt, 607 Market St., San Francisco 5. Tel.: Exbrook 2-7443.

MARK LARKIN—119 W. 57th St., c/o The Traveler, New York 19. Tel.: Columbus 5-3999.

PHILIP LESLY Co. — 100 W. Monroe St., Chicago 3. Tel.: Central 6-7555. Philip Lesly, president. New York office, 331 Madison Ave. Tel.: Murray Hill 7-5459.

AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Tel.: Croton 1-3444. Austin C. Lescarboura, senior partner, account executive; Stanley A. Lescarboura, junior partner, account executive. Winifred Phillips, production.

HAL LEYSHON & ASSOCIATES —292 Madison Ave., New York. Tel.: Murray Hill 5-0744.

HOWARD J. McCOLLISTER Co. —66 Acacia Drive, Atherton, Calif. Tel.: Davenport 3-3061. Regional promotional sales campaigns.

ARTHUR H. MILLER — 39 E. 49th St., New York 17. Tel.: Eldorado 5-6092.

JACK PERLIS—2109 Broadway. Tel.: Trafalgar 3-5284.

MARLEN E. PEW ASSOCIATES—270 Park Ave., New York.

PUBLICITY ASSOCIATES Inc.—Empire State Bldg., New York 1. Tel.: Longacre 5-3209. Bernard L. Lewis, president.

RICHARD H. ROFFMAN—Hotel Sulgrave, 646 Park Ave., New York 18. Tel.: Trafalgar 9-5640. Richard H. Roffman, president. (Also law counsel.)

SELVAGE & LEE—One E. 43d St., New York 17. Tel.: Murray Hill 7-8550. James P. Selvage, Morris M. Lee Jr., partners. Offices: 135 S. LaSalle St., Chicago 3. Tel.: Franklin 2-4821. Robert Wood; Cafritz Bldg., 1625 Eye St., N. W., Washington 6, D. C. Tel.: Republic 4040. S. B. Bledsoe.

BENJAMIN SONNENBERG—247 Park Ave. Tel.: Plaza 5-2200.

STORE RADIO — 1107 National Press Bldg., Washington 4, D. C. Tel.: Sterling 1440. Allen M. Jones, president; E. R. Lerner, vice president treasurer.

PAT SWEENEY — 400 Madison Ave., New York. Tel.: Oregon 3-3837.

GEORGE R. TURPIN & ASSOCIATES — P. O. Box 802, Fort Worth 1, Texas. George R. Turpin, general manager; Ed Niehay, sales manager; Billie Ruth Stroud, John R. Weber, associate managers. (Regional sales campaigns and giveaway shows for radio stations.)

JOHN ORR YOUNG & ASSOC. —113 W. 57th St., New York 17. Tel.: Plaza 7-6616. John Orr Young, president.

COLLEGE NETWORK

INTERCOLLEGIATE BROADCASTING SYSTEM — 2808 Erie St. SE, Washington 20, D. C. Tel.: Victor 7210; 706 Sanders Ave., Schenectady 2, N. Y. *Executive Officers:* George Abraham, chairman; David W. Borst, operations manager; Herbert B. Barlow, engineering director; Anne E. McClerkin, station relations manager; Howard C. Hansen, program manager; James R. Wylie, business manager; Vail W. Pischke, general counsel; E. E. Roberts, public relations director; Edward J. McClarty, regions coordinator; Richard E. Pittenger, sales manager; Richard Gilliland, Bulletin editor.

SURVEYS AND MARKET RESEARCH

ADVERTEST RESEARCH—New Brunswick & Newark, N. J. 133 Albany St., New Brunswick. Tel.: Charter 7-1564. *Directors:* Seymour Smith, Richard Bruskin. (Measurement of television audience habits and reactions.) Publishers of monthly *The Television Audience of Today.*

ADVERTISING RESEARCH FOUNDATION Inc. — 11 West 42nd St., New York. Tel.: Longacre 3-5100. *Officers:* H. M. Warren, chairman of the board; B. B. Geyer, vice chairman of the board; Frederic R. Gamble, treasurer; Paul B. West, secretary; A. W. Lehman, managing director; D. B. Lucas, technical director. *Directors:* John F. Apsey Jr., Albert Brown, Allan Brown, Robert B. Brown, Lowry H. Crites, Marion Harper Jr., Hugh W. Hitchcock, Gordon E. Hyde, Abbott Kimball, H. H. Kynett, Fergus Mead, Frederick B. Ryan Jr., D. P. Smelser, Howard D. Williams.

AMERICAN RESEARCH BUREAU — National Press Bldg., Washington 4, D. C. Tel.: Republic 6002. James W. Seiler, director. (Radio and television audience measurement.)

AUDIT BUREAU OF CIRCULATIONS — 123 N. Wacker Drive, Chicago 6. Tel.: Central 6-7994. *Managing director:* James N. Shryock. Branch: 330 W. 42nd St., New York 18. Tel.: Longacre 3-2322; William F. Hoffmann, manager. (Newspaper and periodical circulation audit service.)

A. S. BENNETT-CY CHAIKIN Inc.—480 Lexington Ave., N. Y. 17. Tel.: Murray Hill 8-2475. Cy Chaikin, president; A. S. Bennett, vice president; Manuel N. Manfield, vice president. (Marketing, advertising, and media research and analysis.)

BUREAU OF BROADCAST MEASUREMENT—Federal bldg., Toronto. Tel.: Empire 3-8046. *Officers:* Charles R. Vint, Colgate-Palmolive-Peet Co., president; Athol McQuarrie, Assn. of Canadian Advertisers Inc., Toronto, secretary-treasurer; H. N. Stovin, Horace N. Stovin & Co., Toronto, vice president. *Directors:* Charles J. Follett, Assn. of Canadian Advertisers; W. T. Cranston, CKOC Hamilton; Walter E. Powell, Canadian Broadcasting Corp.; E. D. Cooper, Imperial Oil Ltd., Toronto; G. Frank Mills, Spitzer & Mills Ltd., Toronto; L. E. Phenner, Canadian Cellucotton Products Co.; W. E. Trimble, Baker Adv. Agency Ltd., Toronto.

WALTER P. BURN—17 Washington St., Middlebury, Vt. Tel.: 593. (Maps and coverage data.)

CANADIAN FACTS LTD. — 146 Wellington St. West., Toronto, Ont. Tel.: Empire 4-6373. John F. Graydon, president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1466 Drummond St., Montreal. Tel.: Plateau 1734. Ethel Colwell, vice president.

ROBERT S. CONLAN & ASSOCIATES Inc.—1703 Wyandotte St., Kansas City. John L. Guyant, president; Erwin Stern, director of sales.

CONTROLLED CIRCULATION AUDIT Inc.—420 Lexington Ave., New York. Tel.: Lexington 2-6380. Adin L. Davis, managing director; Richard S. Hayes, president; George W. N. Riddle, vice president; Rufus Choate, secretary; George A. Frye, treasurer. (Auditing circulation of business publications.)

CORNELIUS DU BOIS & CO.—17 E. 42nd St., New York. Cornelius Du Bois and Louise McCarty Du Bois, partners. (Audience, opinion, brand rating, and market surveys.)

CROSSLEY Inc. — 4 Mercer St., Princeton, N. J. and 330 W. 42nd St., New York 18. Tel.: Bryant 9-5462. Archibald M. Crossley, president; James A. Ward, vice president.

ELLIOTT-HAYNES Ltd. — 515 Broadview, Toronto, Ont. Tel.: Gerard 1144. Walter E. Elliott, president; J. Myles Leckie, vice president; E. R. Comte, secretary-treasurer. Branch Offices: Interna-

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SERVICES RELATED TO THE BUSINESS OF TELECASTING

(Continued from page 267)

tional Aviation Bldg., Montreal. Tel.: University 1519 and 441 Seymour St., Vancouver, B. C.

EXECUTIVES RADIO-TV SERVICE—Larchmont, New York. Tel.: Larchmont 2-0833. James M. Boerst, managing editor. Publishers of pocket-size FACTuary containing sponsored radio and TV network data. Programs, agencies, sponsors, etc. Issued to subscribers quarterly, with interim revisions. Semi-annual time buyers register.

FACT FINDERS ASSOCIATES Inc. — 400 Madison Ave., New York. Tel.: Plaza 9-3710. Frank R. Coutant, president.

FACTS CONSOLIDATED — 116 New Montgomery St., San Francisco. Tel.: Douglas 2-2445. Partners: Roy S. Frothingham and Dorothy D. Corey. C. L. Bigelow, Los Angeles office, research associate. Los Angeles Office: 8461 Melrose Pl. Tel.: Wyoming 3181. (Marketing and opinion research, radio audience analysis, television surveys.)

GALLUP & ROBINSON—Princeton, N. J. Tel.: 3400. Dr. George Gallup & Dr. Claude Robinson. (Advertising research.)

GRAHAM RESEARCH SERVICE—424 Madison Ave., New York 17. Tel.: Plaza 3-4565. Director: J. E. Graham.

C. E. HOOPER Inc. — Executive headquarters, 10 E. 40th St., New York 16. Tel.: Lexington 2-3000. *Officers:* C. E. Hooper, president; Dorothy M. Behrens, J. Lyman Bogart, Edythe F. Bull, Fred H. Kenkel, vice presidents. Dry Hill, Norwalk, Conn. Tel.: 8-0606.

INDUSTRIAL SURVEYS CO. — 292 Madison Ave., New York 17. Tel.: Murray Hill 3-9083. Sam Barton, president; John Rhodes, admin. vice president; C. C. Rogers, F. J. Knittle, Donald Connell, Arden Crawford, vice presidents. Chicago office: 425 N. Michigan Ave. Tel.: Mohawk 4-4600. Stanley Womer, manager, executive vice president. Larkin Osborn, controller, secretary-treasurer; Palmer Waterbury, Daniel Connell, Rome Arnold, vice presidents.

JAY & GRAHAM RESEARCH Inc.—100 E. Ohio St., Chicago 11. Tel.: Whitehall 4-0584. President, Allan V. Jay; statistician and general manager, Charles G. Callard; office manager, Mrs. Betty Mull. (Videodex ratings, quantitative and qualitative TV audience rating service.) New York office: 342 Madison Ave., New York 17. Tel.: Murray Hill 7-8837; Carl Pankow, production mgr.; B. Bowen, editor.

RICHARD MANVILLE RESEARCH—230 Park Ave., New York 17. Tel.: Oregon 9-2435. (Consultants on advertising and marketing research. Radio, television program and audience research; studies on effectiveness of commercials. Customer-per-dollar studies; radio and television contest and mail handling. Nationwide or local field coverage; telephone, personal interview, diary studies, etc.)

MARKET RESEARCH OF CLEVELAND — 1220 Huron Rd., Cleveland. Tel.: Main 1-0186. Albert E. Strass, director. (Radio and television research for midwest stations, advertisers and agencies.)

MARKETSCOPE RESEARCH Co.—156 Washington St., Newark 2, N. J. Tel.: Mitchell 2-1753. *Director:* Robert E. Spinner. (Marketscope Test-Town, consumer panel and store audits, continuous purchase diary in TV and non-TV homes, qualitative and quantitative radio and TV studies, national coverage.)

PENN McLEOD & ASSOCIATES —Head Office: Bay and Gerrard Bldg., Toronto, Ont.; Branch Office, 1673 West Fourth Ave., Vancouver, B.C. President, J. D. Penn McLeod; vice-president, Vancouver office, William B. Watts; vice-president, Toronto office, R. B. Dickinson; vice-president, national sales, T. G. Vatcher; statistical consultant, Robert M. Clark; consulting psychologist, John C. Sawatsky; Montreal representative, Gerald St.Cyr; Seattle representative, John Bolan. (Marketing, public opinion and continuing radio and television research, political research specialists.)

MEDIA RECORDS Inc. — 353 Fourth Ave., New York 10. Tel.: Murray Hill 5-9376. John Halpin, president; L. H. Collins, vice president. Offices: 174 E. Long St., Columbus 15, Ohio; Tel.: Main 7784; Frances Davis, manager. 173 W. Madison St., Chicago, Tel.: Andover 3-5683; Ladious Siwak, manager. 381 Bush St., San Francisco 4; Tel.: Garfield 4989; E. J. Raleigh Jr., manager.

MOFFETT RESEARCH Co. — 6253 Hollywood Blvd., Hollywood 28. Tel.: Hempstead 5653, Jessie Locke Moffett, owner.

A. C. NIELSEN Co.—2101 Howard St., Chicago 45. Tel.: Hollycourt 5-4400. *Officers:* Arthur C. Nielsen Sr., president; Arthur C. Nielsen Jr., administrative vice president; James P. Napier, executive vice president; Charlton G. Shaw, executive vice president. 500 Fifth Ave., New York 18. Tel.: Pennsylvania 6-2850. James O. Peckham, executive vice president. 215 Market St., San Francisco, Calif. Tel.: Yukon 2-1970. Franklin H. Graf, vice president. 109 St. Aldates, Oxford, England; Dr. Edward L. Lloyd, managing director. 2436 Yonge St., Toronto, Ontario, Canada; D. M. Prather, president. 35 Fisher St., Petersham, N. S. W., Sydney, Australia; Justin Power, director. (Broadcast audience measurement, marketing research.)

EDWARD J. NOONAN MARKET RESEARCH ORGANIZATION — 157 Federal St., Boston 10. Tel.: Liberty 2-1870. Edward J. Noonan, director.

O'CONNOR SURVEY Co. — 304-305 Vester Bldg., Knoxville. Tel.: 5-2272. Bernice M. O'Connor, president. (Radio audience surveys.)

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31 and P. O. Box 666, Norwalk, Conn. Tel.: Audubon 6-7455. John G. Peatman, president and director. (Radio and TV consultants and publishers of weekly surveys of network music.)

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Tel.: 3600. Dr. Claude Robinson, president; Walter G. Barlow, Joseph C. Bevis, LeBaron Foster, M. Starr Northrop, Hugh Rusch, Dilman M. K. Smith, vice presidents.

ALFRED POLITZ RESEARCH INC.—270 Park Ave., New York 17. Tel.: Plaza 9-5200. Alfred Politz, president; Lester R. Frankel, technical director; Robert Weller, chief of sampling department; Jerome Greene, Eva Klein, Robert Lindsey, Harry L. Smith Jr., project directors; Mildred Taylor, field director. (Marketing, advertising, product, opinion and media research.)

THE PSYCHOLOGICAL Corp.—522 Fifth Ave., New York 18. Tel.: Murray Hill 2-2145. Walter R. Miles, chairman of the board; George K. Bennett, president; Albert D. Freiberg, 1st vice president; Harold Seashore, 2d vice president; Henry C. Link, Rose G. Anderson, vice presidents; Richard A. Fear, secretary; Philip G. Corby, treasurer.

PUBLISHERS INFORMATION BUREAU Inc. (PIB)—271 Madison Ave., New York 16. Tel.: Murray Hill 5-2210. Frank Braucher, president; W. H. Mullen, secretary. Branch Office: c/o Leading National Advertisers, 21 E. Hubbard St., Chicago 11. Tel.: Whitehall 4-6533.

THE PULSE Inc.—15 W. 46th St., New York 36. Tel.: Judson 6-3316. Director: Dr. Sydney Roslow; Manager: David Klein; ass't director: Nelle Kelly; associate director, Laurence Roslow. (Radio, television, market research.)

RESEARCH CO. OF AMERICA —341 Madison Ave., New York 17. Tel.: Murray Hill 4-0075. General Manager, A. Edwin Fein; Director of research, Harold L. Mooney; director of marketing management division, Marquis Regan; director of management service division, Walter S. Stanley.

ELMO ROPER — 30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-4900. *Associates:* Carolyn Crusius, Louis Harris, Burns Roper, Robert Williams, Julian Woodward.

N. C. RORABAUGH Co. — 347 Madison Ave., New York 17. Tel.: Murray Hill 6-2193. Publisher: N. Charles Rorabaugh. Radio Editor: Stella Brauner; TV Editor: Margaret Miller. (Publishes monthly Rorabaugh Reports on Spot Radio & TV Advertising.)

S-D SURVEYS INC.—30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-2430. *Officers:* Arthur B. Dougall, president and treasurer; Carl H. Henrikson Jr., vice president and general manager; John Dunn, secretary and director of field operations; Norman P. Heine, assistant secretary-treasurer.

SCHWERIN RESEARCH Corp.—2 W. 46th St., New York 19. Tel.: Luxemburg 2-4690. Horace S. Schwerin, president; Leonard Kudisch, executive vice president. (Radio, television, motion picture qualitative research and commercial studies.)

STANDARD AUDIT & MEASUREMENT SERVICES Inc.—89 Broad St., New York 4. Tel.: Whitehall 3-8390. Kenneth H. Baker, president; Owen Smith, vice president; Michael R. Notaro,

XUM

TEXT OF NARTB TELEVISION CODE

PREAMBLE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it, are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests)

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkeness and narcotic addiction are never presented as desirable or prevalent.

h) The administation of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in the manner designed not to foster superstition or excite interest or belief in these subjects.

m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undersirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social suroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life

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treasurer; Edward Becker, secretary.

DANIEL STARCH & STAFF — 420 Lexington Ave., New York. Tel.: Lexington 2-6622. Jack Boyle, director of TV research. (Continuing monthly study of effectiveness of TV commercials.)

WHITE & ARNOLD—250 E. 43d St., New York 17. Tel.: Murray Hill 3-3652. Percival White, Pauline Arnold. Marketing counsellors.

TEXT OF NARTB TELEVISION CODE

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than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection and handling of news:

Morbid, sensational alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives (presented aurally or pictorially), such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

PUBLIC EVENTS

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

CONTROVERSIAL PUBLIC ISSUES

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a. Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b. Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

POLITICAL TELECASTS

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

RELIGIOUS PROGRAMS

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a. Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b. Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c. Religious programs should be presented by responsible individuals, groups, and organizations.

d. Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

(b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadacster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

(c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

(d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

(e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

(f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

(g) A charge for television time to churches and religious bodies is not recommended.

XUM

ACCEPTABILITY OF ADVERTISERS and PRODUCTS

General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because a television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

(a) The advertising of hard liquor should not be accepted.

(b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

(c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

(d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

(e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

(f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups are not acceptable.

(g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

(a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

(b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

CONTESTS

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (See Time Standards for Advertising Copy.)

PREMIUMS AND OFFERS

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

TIME STANDARDS FOR ADVERTISING COPY

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

	Length of Advertising Message (minutes and seconds)		
Length of Program (min.)	News Programs Day and Night	All Other Class "A" Time	Programs All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The times set forth above do not affect the established practice of reserving for the station's use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

DRAMATIZED APPEALS AND ADVERTISING

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

SPONSOR IDENTIFICATION

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934 and the Rules and Regulations of the Federal Communications Commission.

(Continued on page 272)

TEXT OF NARTB TELEVISION CODE

(Continued from page 271)

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the NARTB:

I

NAME

The Name of this Code shall be the Television Code of the NARTB*.

II

PURPOSE OF THE CODE

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

SUBSCRIBERS

Section 1. ELIGIBILITY

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. CERTIFICATION OF SUBSCRIPTION

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval," a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or a film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. DURATION OF SUBSCRIPTION

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual process specified below.

Section 4. SUSPENSION OF SUBSCRIPTION

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming including commercial copy which, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision. Such decision shall be final.

Section 5. ADDITIONAL PROCEDURES

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. AMENDMENT AND REVIEW

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. TERMINATION ON CONTRACTS

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

RATES

Each subscriber shall pay "administrative" rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

THE TELEVISION CODE REVIEW BOARD

Section 1. COMPOSITION

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television Code. The Review Board shall be composed of five members all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification, of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. LIMITATION OF SERVICE

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. QUORUM

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. AUTHORITY and RESPONSIBILITIES

The Television Code Review Board is authorized and directed: (1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phases in the Television Code; (4) to develop and maintain appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. DELEGATION OF POWERS and RESPONSIBILITIES

The Television Code Review Board may delegate, from time to time, such of its above-speicfied responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. MEETINGS

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

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* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable;—". *By-Laws of NARTB, Article VII Section 2, B. (4).*

APPENDIX A

ADDITIONAL PROCEDURES RELATING TO ADMINISTRATION, HEARINGS AND DECISION[*]

THE TELEVISON CODE REVIEW BOARD—AUTHORITY AND RESPONSIBILITIES

(Reference Television Code, Regulations & Procedures V Sec. 3)

Section 1—PREFERRING OF CHARGES—CONDITIONS PRECEDENT:

Prior to the preferring of charges to the Television Board of Directors concerning violation of the Code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber; (2) shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber and (3) shall have served upon the subscriber by registered mail a notice of intent to prefer charges, at least 20 days prior to the filing of any such charges with the Television Board of Directors.

During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action, based upon such written reply as the subscriber may care to make, or upon any such action as the subscriber may care to take program-wise in conformance with the analysis, interpretation or recommendation of the Television Code Review Board.

A. NOTICE OF INTENT:

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate referneces to the Television Code.

B. TIME:

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the 20 days above specified, provided that a certain time in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

Section 2: CONFIDENTIAL STATUS:

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning the specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Section 3: THE CHARGES:

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor together with specific references to the Television Code. The charges shall contain a statement that the conditions precedent, herein before described, have been met.

HEARING AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(References: Television Code, Regulations & Procedures, III, Sec. 4)

(The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the Television Code, Regulations & Procedures, III, Sec. 4):

Section 1: A subscriber shall be advised in writing by registered mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the Television Code.

Section 2: A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

Section 3: Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors, in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Setcion 4: A stenographic transcript record shall be taken and shall be certified by the chairman of the Television Board of Directors to the office of the secretary of the NARTB, where it shall be maintained. The transcript shall not be open to inspection unless otherwise provided by the party respondent in the proceeding.

Section 5: The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 6: At hearing, the Television Code Review Board shall open and close.

Section 7: The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

Section 8: The presiding officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided.

(Reference: Television Code, Regulations & Procedures, III, Sec. 4).

Section 9: Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Section 10: Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the presiding officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Section 11: The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

Section 12: A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

a. Reconsideration; b. Additional oral argument; c. Reopening of the proceedings; d. Amendment of any findings, or e. Other relief.

Section 13: Requests for reconsideration or rehearing shall be filed within 10 days after receipt by the respondent of the decision. Opposition thereto may be filed within five days after the filing of the request.

Section 14: At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the board makes final disposition of the request for reconsideration or rehearing.

Section 15: Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

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[*] References: By-Laws of the NARTB Article VII Sec. 2 B (4); Television Code, Regulations & Procedures, III, Sec. 5.

NEWS SERVICES SERVING TELEVISION

ASSOCIATED PRESS, The — 50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111. Executives: Kent Cooper, executive director; Frank Starzel, general manager; Oliver S. Gramling, assistant general manager for radio; John Aspinwall, radio news editor; Howard L. Kany, Washington radio representative.

INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. Executives: Seymour Berkson, general manager; Barry Faris, editor; William B. Goode, business manager; Frank J. Nicht, general sales manager; Robert H. Reid, manager, INS-INP-TV Dept.; John M. Cooper, director, radio dept. (World-wide news, feature scripts, daily and weekly TV newsreels, TV wire service, musical and entertainment film packages for TV, Super-Projectall, spot news and feature photos.)

> INS-TELEVISION DEPT. — 235 E. 45th, New York. Tel.: Murray Hill 7-8800. Robert H. Reid, sales manager, INS-INP-Television Dept. (associated with Telenews Productions Inc.)

> TELENEWS PRODUCTIONS INC.—630 Ninth Ave., New York. Tel.: Judson 6-2450. Charles Burris, general manager.

PRESS ASSOCIATION (Associated Press subsidiary)—50 Rockefeller Plaza, New York. Tel.: Plaza 7-1111; Kent Cooper, president; Oliver S. Gramling, vice president; Lloyd Stratton, secretary.

UNITED PRESS ASSOCIATIONS —220 E. 42nd St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president; Earl J. Johnson, vice president and general news manager; Jack Bisco, vice president and general business manager; Le Roy Keller, general sales manager; Phil Newsom, radio news manager; A. F. Harrison, special representative, Washington, D. C. (News, feature scripts, dramatized feature scripts, TV news shows, sports commentaries, business news, research, suggested programs.)

> UNITED PRESS MOVIETONE TELEVISION NEWS —220 E. 42nd St., New York 17. Tel.: Murray Hill 2-0400. Phil Newsom, TV and radio news manager.

TELEVISION REFERENCE BOOKS AND PUBLICATIONS–1951

Editor's Note: This list includes material published during the current year or the near future. Unless otherwise noted, place of publication is New York City. Where the word apply appears, the listing is given for information but no guarantee can be made that it is available. However, depository libraries for material on radio and television have been established in more than a hundred city and university libraries. It is therefore recommended that a check be made in the one nearest you for the material listed here and other studies which it was not possible to include. Agnes Law, Librarian, CBS Reference Department, *Editor*.

ADVERTISING PSYCHOLOGY AND RESEARCH: An Introductory Book. By Darrell Blaine Lucas and Steuart H. Britt. McGraw-Hill, 1950. 765p. $6.50. Radio and television advertising and research are included.

A RADIO AND TELEVISION BIBLIOGRAPHY. By Burton Paulu, Minneapolis, University of Minnesota, 1951. 44p. Apply. A list of references in books and magazine articles published between July 1, 1949 and May 1, 1950.

BEST TELEVISION PLAYS OF THE YEAR, 1950-51. By William I. Kaufman. Merlin Press, 1951. 350p. $5.00. Eight television dramas, illustrated with photos, diagrams, layouts and stage directions, comprise this second volume of an important new BEST. Experts also contribute articles on direction and production.

CATALOG OF U.S. FILMS FOR TELEVISION. By Seerley V. Reid. Washington, Office of Education, (25). 49p. Apply. An annotated list of releases from five government departments and several government agencies by title.

CENSORSHIP OF TELEVISION: A Bibliography. By Louise K. Aldrich. Washington, Nat. Assn. of Radio and TV Broadcasters, 1771 N St. (6) 1951. 4p. Apply. The librarian of the NARTB lists speeches by the FCC Commissioners and articles in trade publications and newspapers.

CHILDREN AND THE THEATRE. By Caroline E. Fisher and Hazel G. Robertson. Rev. ed. Stanford, Cal. University Press, 1950, 235p. $4.00. A handbook for selecting, casting and rehearsing plays, costuming, and staging plays by child actors for juvenile audiences. Television and movies added to the second edition.

COLOR TELEVISION. Reports by the Federal Communications Commission. Washington (25), FCC, 1950-1951. Report No. 1, adopted Sept. 1, 1950. Detailed findings and conclusions re. the three color systems and minimum criteria for adoption of a color system. 156p. (Pike & Fischer, Washington. $2.00).

Report No. 2, adopted Oct. 10, 1950. (FCC 50-1224) Official adoption of the CBS field sequential system and order for standards.

June 11, 1951. Statement by the FCC re. questions on Color Television. (FCC 51-592).

Report No. 3, June 21st. (FCC 51-640) Partial lifting of TV "freeze" not possible at this time.

June 25th, 1951. Statement regarding decision of the Supreme Court and permission to all regular television stations to broadcast color programs in accordance with the standards adopted by the FCC (51-592).

Report No. 4, July 12, 1951 (FCC 51-693) re. Allocation of the 470-500 Mc band for TV broadcasting service.

July 13, 1951. A memorandum opinion by the FCC upholding its right to make TV reservations for channel assignments (51-709).

COYNE TELEVISION CYCLOPEDIA. By Bennett W. Cooke. Chicago, Coyne Electrical and TV-Radio School, 1951. 727p. $5.95. A practical reference book on television receivers and reception including color television.

DIRECTORY OF COLLEGES OFFERING COURSES IN RADIO AND TELEVISION, 1950-51. By Gertrude Broderick. Washington 25, U. S. Office of Education, 1950. 33p. Colleges listed alphabetically by location in each state, with the name of the director, and mention (only) of the courses given and existing radio and television workshops. Issued annually.

DO'S AND DON'TS OF RADIO WRITING. By Dorothy B. McCann. McCann-Erickson Adv. Agency, 50 Rockefeller Plaza (20) 1951. 15p. A small booklet of instruction for those preparing scripts for the "Dr. Christian" annual competition.

EFFECTIVENESS OF TELEVISION IN TEACHING SEWING PRACTICES. By Meredith C. Wilson and Edward O. Moe. Washington, U. S. Govt. print. off. 1951. 35p. (Extension service circular No. 466). This study of the experimental method demonstration series, "Let's Make a Dress", supplemented by a bulletin on home dressmaking, is the first attempt in TV audience research by the Department of Agriculture.

ELEMENTS OF TELEVISION SYSTEMS. By George E. Anner. Prentice-Hall, 1951. 804p. $10.35. A college text for the radio and television engineer on closed and open systems in television transmission together with the transmission of images in full color. The author is asst. professor of electrical engineering at New York University.

FCC POLICY ON THE TELEVISION FREEZE. Hearing before the U. S. Senate Interstate and Foreign Commerce Comm. July 18, 1951. 60p. Wayne Coy, Chm. of the FCC, discusses the possibilities for television and other communication matters at a special hearing requested by the Senate Comm.

FILM AND ITS TECHNIQUES. By Raymond Spottiswoode. Berkeley, Univ. of California Press, 1951. 516p. $7.50. A not-too-technical book on the making of documentary and special films, including new developments in television and third dimensional films. An extensive glossary and bibliography gives it added value.

GODFREY, THE GREAT. By Jack O'Brian. Cross publications, 1951. 66p. $1.00. A photographic biography with text.

HERE IS TELEVISION, YOUR WINDOW TO THE WORLD. By Thomas H. Hutchinson. Hastings House, 1950. 368p. $4.00. A completely revised edition of a comprehensive account of television with emphasis on program and production technique, together with an over-all picture of the industry.

JINX. By Jinx Falkenburg. Duell, Sloan & Pearce. 1951. 273p. $3.50. The autobiography of a popular radio and television star.

MOTION PICTURE HANDBOOK. Eastman Kodak Co. Motion Picture Film Dept. Rochester 4, N. Y. 1951. $3.50. A looseleaf notebook with two booklets already issued to be followed by continuing service. Booklets include: Motion picture films for professional use. 2d ed. 79p. and Hazard in the Handling and Storage of nitrate and Safety Motion Picture Film. 1951. 35p.

MY FRIEND IRMA. By James Reach. Samuel French, 1951. 87p. 85 cents. A comedy in three acts based on the famous CBS radio series originated by Cy Howard.

NBC HANDBOOK OF PRONUNCIATION. By James F. Bender. Crowell, 1950. 372p. $4.50. This revised and expanded edition contains over fifteen thousand hard-to-pronounce words, with spelling indicated as pronounced and also with phonetical spelling.

NO PEOPLE LIKE SHOW PEOPLE. By Maurice Zolotow. Random House, 1951. 350p. $3.00. Biographies of eight prominent personalities of radio, stage and screen, written in a popular style and amplified with anecdotes.

NOTEBOOK ON COLOR TELEVISION. By Edward M. Nowl. Indianapolis, Paul H. Wendel pub. co. 1951. 45p. $1.00. A description of the fundamentals of the various color television systems for amateurs and television servicemen. It includes information on adaption for both monochrome and color reception with equipment, a tabular summary of the performance characeristics and a chronology of television development.

OPPORTUNITIES IN TELEVISION. By Jo Ranson and Richard Pack. Vocational guidance manuals, 45 West 45th St. (19). $1.00. A wealth of information with advice from television experts in the field, valuable lists, network employment requirements and training suggestions, together with salary information. It also includes an outline of operations for both networks and small stations.

PREVIEWS OF ENTERTAINMENT THROUGH June 1952. By Gilbert Seldes. Bantam Books, No. 936. 1951. 250p. 25 cents. Advance facts on movies, television and radio shows, books and other leisure time activities with a chapter on the effectiveness of making known one's preferences.

PROFITABLE ADVERTISING IN TODAY'S MEDIA AND MARKETS. By Ben Duffy. Prentice-Hall, 1951. 416p. $5.95. A revised edition of Advertising Media and Markets by a leading advertising agency executive in which he compares his experiences and analyzes each major media in all aspects from the standpoint of effectiveness and economy. Particular emphasis is given to the growth, cost and effectiveness of television.

RADIO AND TELEVISION SOUND EFFECTS. By Robert B. Turnbull. Rinehart, 1951. 334p. $4.50. A complete guide covering the psychological aspects, the description of various effects and their uses on shows to the actual construction of equipment with drawings, concluding with an extensive glossary.

16-Mm SOUND MOTION PICTURES: A Manual for the Professional and the Amateur. By William H. Offenhauser, Jr. Interscience publishers 1949. 580p. $10.00. Heretofore scattered information brought together in a practical and authoritative guide to the use of the 16-Mm film with special consideration to its important use in television. The author has had long experience in both media.

SHOW BIZ FROM VAUDE TO VIDEO. By Abel Green and Joe Laurie, Jr. Henry Holt, 1951. 613p. $5.00. A half century of show business culled from the pages of Variety presented in seven eras of the national scene with facts, figures, names and anecdotes, together with a glossary of VARIETYESE and extensively indexed.

SUCCESSFUL RADIO AND TELEVISION ADVERTISING. By E. F. Seehafer and J. W. Laemmar. McGraw-Hill, 1951. 574p. $6.50. The theory and practical applications of radio and television advertising in all

TELEVISION REFERENCE BOOKS AND PUBLICATIONS—1951

phases are combined in this comprehensive textbook, together with a realistic view of the American system of commercial radio. Complete with summaries at the end of each chapter, glossary and sample forms. Written by a professor of advertising and an advertising agency executive.

TAPE RECORDING IN THE CLASSROOM. By the Minnesota Mining and Manufacturing Co. St. Paul. 1950. n.p. apply. An informative handbook for teachers and administrators on this newer medium and its use. Written in non-technical language and well-illustrated, it was issued as a promotion piece to fill a long-felt need.

TELEVISION: How to Use It Wisely With Children. By Josette Frank. Child Study Assn. of America, 132 E. 74th St., New York 21, 15p. 15 cents. A well-known educator gives constructive views on the younger generation and the new medium.

TELEVISION. Vol. VI, 1949-1950. By Alfred N. Goldsmith and others. Princeton, N. J. RCA Labs, 1950. 422p. $2.50. Papers by specialists which appeared in the RCA Review pertaining to technical problems. The appendix contains a list of over 500 technical papers by RCA authors published between 1929 and 1950.

TELEVISION & FM ANTENNA GUIDE. By Edward M. Noll and Matthew Mandl. Macmillan, 1951. 311p. $5.50. Divided into two parts, the first is devoted to the principles of antenna systems and the second is a reference guide to the practical applications.

TELEVISION AND OUR CHILDREN. By Robert Lewis Shayon. Longmans, 1951. 94p. $1.50. A radio and television critic for well-known publications surveys the whole field of television and its relationship to children, from the standpoint of a father. He concludes with constructive recommendations for its place in education and society.

TELEVISION CODE of the National Assn. of Radio & Television Broadcasters. Washington, The Association, 1771 N St., N.W., (6). 10p. 15 cents. The new code set up by and for the industry, effective March 1, 1952.

TELEVISION PRINCIPLES. By Robert B. Dome. McGraw-Hill, 1951. 291p. $5.50. An industrial electronics consultant expands a series of lectures into a textbook on the practical applications of the principles and theory of all stages of television transmission and reception.

TELEVISION REPORT. By Tom Noone and others. Washington, U.S. Dept. of Agriculture, 2v. Apply. A report on the Department of Agriculture's television research project in the utilization of television to disseminate information on the marketing of agricultural products. In three parts, the first deals with films for TV and the second, titled Visual Aids, concerns the use of such aids in TV. The third will deal with Program Methods.

TELEVISION STORY. By John T. Floherty. Phila. Lippincott, 1951. 160p. $2.75. A history and a non-technical account of the workings of television with 32 photographs.

TELEVISION WRITING: Its theory and technique. By Robert S. Greene. Harper, Jan. 1952. 288p. $3.75 (est.) Based on the author's practical experience as a writer of programs for a national network.

TESSIE, THE HOUND OF CHANNEL ONE. By Shepherd Mead. Doubleday, 1951. 251p. $2.75. An amusing satire on television by an advertising agency radio and television copy supervisor. Humorous illustrations.

THE BLUE BOOK OF TIN PAN ALLEY. By Jack Burton. Watkins Glen, Century House, 1951. 520p. $7.50. A human interest anthology of American popular music from 1890 to the present, including little-known facts about the composers and their songs, which are listed according to copyright date. Available record information is also included.

THE LICENSING OF RADIO SERVICES IN THE U. S. By Murray Edelman. Urbana, University of Illinois press, 1950. 229p. $3.00. A study in administrative formation of policy. It was published for the Graduate college as No. 4, vol. XXXI, Ill. Studies in the Social Sciences.

THE LINGO OF TIN PAN ALLEY. By Arnold Shaw. Broadcast Music, Inc., 580 Fifth Ave. (18). 1950. 21p. Apply. An account of how those who write, publish and plug popular songs, talk and think about the fabulous business of making song hits.

THE TELEVISION PROGRAM: Its Writing, Direction and Production. By Edward Stasheff and Rudy Bretz. A. A. Wyn, 1951. 335p. $4.95. This first book devoted exclusively to the TV program, is in four parts. The first deals with the program, its types and fundamental units in camera work, while two parts are devoted to a thorough treatment of writing for all types of shows, their markets, and including codes of self-regulation. The fourth concerns direction and production. It is well-illustrated with carefully detailed scripts and photos.

THE USE OF MOTION PICTURE FILMS IN TELEVISION. By the Motion Picture Film Dept. of Eastman Kodak Co., Rochester 4, N. Y., Jan. 1951. Apply. A reissue of a useful pamphlet originally published in 1949.

TV AND ELECTRONICS AS A CAREER. By Ira Kamen and Richard H. Dorf. Rider, 1951. 326p. $4.95. A guide to available careers in all branches of the electronics industry, written by experts with chapters contributed by specialists. A chapter is devoted to success stories of ten outstanding industrialists and appendices list pay scales, and courses in educational institutions.

TV DICTIONARY/HANDBOOK FOR SPONSORS. Comp. by Herbert True. Sponsor Magazine, 510 Madison Ave. (22). 70p. $2.00 to Non-subscribers. A greatly expanded edition of this useful handbook compiled by an advertising agency radio and TV executive. In addition to some thousand television terms, it contains tabular data on film and slide specifications, a lens scale and a glossary of TV's sign language.

THE TV JEEBIES. By Paul Ritts and Dick Strome. Philadelphia, John C. Winston. 1951. 150p. $2.00. An amusing fictional account of a director-producer's experience in a television station. Humorous illustrations.

USE OF TELEVISION FREQUENCIES FOR EDUCATIONAL PURPOSES. Washington, U. S. Gov't. print. off., 1951. 44p. 15 cents. Hearing before the sub-committee of Interstate and Foreign Commerce Comm. on Sen. Res. 127, May 31st, the Benton bill on Assignment of TV Channels.

WHAT'S HAPPENING TO LEISURE TIME IN TELEVISION HOMES. By Batten, Barton, Durstine & Osborne, 383 Madison Ave. (17) 1951. 26p. Apply. A study by a large advertising agency of the activities of 5,657 persons in urban America.

WHAT TV IS DOING TO US. By Jack Gould. New York Times, 1951. 13p. Apply. A reprint of seven articles on a survey of the effects of television on American life appearing late in June, 1951, by the Radio and Television editor of the New York Times.

Television Awards

Information on Awards

Following is partial list of addresses for obtaining information in connection with television awards:

duPont—Write Washington & Lee U., Lexington, Va. (deadline for entries, Dec. 31; announced in March).

National Headliners' Club—Mal Dodson, Convention Hall, Atlantic City, N. J. (awards announced in May each year at Atlantic City).

George Foster Peabody—Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga. (entries taken January or later; annual awards in April).

duPont Awards*

WFIL-TV Philadelphia
John Cameron Swayze, NBC-TV

* Made annually. One to high-power station, another to low-power station, and third to news commentator "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served. . . ." Administered by Washington & Lee U., Lexington, Va. Winners receive $1,000 cash prize which, if they choose, they can donate to scholarship or fellowship. Awards established by widow of Alfred I. duPont with perpetual trust fund. (Other winner in 1951 was radio station.)

Alfred P. Sloan Awards*

SUSTAINING TELEVISION PROGRAMS

WNBW (TV) Washington
for *Circle Four Roundup* which enrolled 25,000 members in the Roundup Rangers Club.

COMMERCIAL TELEVISION NETWORK PROGRAMS

LOCAL CHEVROLET DEALERS ASSN.

for "exceptional service to safety" in producing and sponsoring two film-cartoon safety spots and one live commercial, *The Other Fellow*, for network use.

* Alfred P. Sloan Awards for Highway Safety established in 1948 by Mr. Sloan, president, Alfred P. Sloan Foundation, administered by the National Safety Council.

NARND News Award*

WBAP-TV Fort Worth
for outstanding television news operation.

* Television award established in 1951, radio award in 1949 by National Assn. of Radio News Directors. Both awards given for outstanding reporting, general coverage and presentation of news.

National Headliners Award

WFIL-TV Philadelphia
for its "consistently outstanding newsreel for its seven-day-a-week program."

George Foster Peabody Awards*

JIMMY DURANTE
for outstanding entertainment in television comedy (NBC-TV).

DuMONT TELEVISION NETWORK
citation for educational program, *The Johns Hopkins Science Review*.

ABC-TV and NBC-TV
double award for children's programs to ABC-TV's *Saturday at the Zoo* and NBC-TV's *Zoo Parade*.

* Established in 1940 in honor of the late George Foster Peabody by the board of regents of the U. of Georgia, to be jointly administered by its Henry W. Grady school of journalism and the NARTB.

UNIONS AND LABOR GROUPS REPRESENTING TV EMPLOYEES

Name of Organization	Address & Telephone No.	Executives
	AMERICAN FEDERATION OF LABOR (AFL) (Headquarters: 901 Massachusetts Ave., N.W. Washington, D. C. Tel.: NAtional 3870). Pres.: William Green	
American Federation of Musicians (AFM) (Headquarters)	570 Lexington Ave. New York City Tel.: PLaza 8-0600	James C. Petrillo, Pres. C. L. Bagley, V.P. Leo Cluesmann, Secy. Harry J. Steeper, Treas.
Chicago Local 10	175 W. Washington Blvd. Chicago, Ill. Tel.: STate 2-0063	James C. Petrillo, Pres.
American Federation of Musicians Mutual Protective Assn. Local 47	817 Vine St. Hollywood 28, Calif. Tel.: Hudson 2-2161	John Groen, Pres. Phil Fischer, V.P. & radio-TV Rep.
Associated Actors & Artistes of America (Headquarters)	45 W. 47th St. New York City Tel.: PLaza 7-7660	Paul Dullzell, Pres.
Television Authority (TVA) Hqtrs.	15 W. 44th St. New York City Tel.: VAnderbilt 6-1810	George Heller, Nat'l Exec. Secy. Lawrence Tibbett, Chrmn.
Midwest Region	102 E. Hubbard St. Chicago 11, Ill. Tel.: DElaware 7-7017	Raymond A. Jones, Exec. Secy.
West Coast	6331 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hempstead 8131	Wayne Oliver, West Coast Exec.
*Organizations Affiliated with Associated Actors & Artistes of America**		
Actors Equity Assn.* (Headquarters)	45 W. 47th St. New York City Tel.: PLaza 7-7660	Clarence Derwent, Pres. Louis M. Simon, Exec. Secy.
(Other Offices)	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hudson 2-2334	
American Federation of Radio Artists (AFRA)* (Headquarters)	15 W. 44th St. New York 17, N. Y. Tel.: VAnderbilt 6-1810	Alan Bunce, Pres. Frank Reel, Nat'l Exec. Secy.
(Other Offices)	102 Hubbard St. Chicago, Ill. Tel.: DElaware 7-7017	Raymond Jones, Exec. Secy.
	6331 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hillside 5125	Claude L. McCue, West. Reg. Dir.
American Guild of Musical Artists* (Headquarters)	276 W. 43d St. New York City Tel.: LOngacre 5-7508	Lawrence Tibbett, Pres. Hyman Faine, Exec. Secy.
(Other Offices)	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hudson 2-2334	Edward Rosenberg, West. Rep.
American Guild of Variety Artists (AGVA)* (Headquarters)	1697 Broadway New York City Tel.: CIrcle 6-7130	Georgie Price, Pres. Louise Havoc, Exec. V.P. Henry Dunn, Secy.
(Other Offices)	6712 Sunset Blvd. Hollywood 28, Calif. Tel.: Hillside 8281	Edward Rio, West. Reg. Dir.
Chorus Equity Assn.*	701 7th Ave. New York City Tel.: CI 5-6054	Clarence Derwent, Pres. Paul Dullzell, Chm. Exec. Comm. Ben Irving, Exec. Secy.
Screen Actors Guild (SAG) (Headquarters)	7046 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-7311	Ronald Reagan, Pres. John L. Dales, Jr., Exec. Sec.
(Other Offices)	67 W. 44th St. New York 18, N. Y. Tel.: MUrray Hill 7-4623	Mrs. Florence Marston, Eastern Rep.
Screen Extra Guild (SEG) (Headquarters)	723 N. Western Ave. Los Angeles 29, Calif. Tel.: Garfield 3301	Richard H. Gordon, Pres. H. O'Neil Shanks, Exec. Secy.
[Note: TVA-AFRA or TVA-AAAA merger pends.]		
International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE) Hqtrs. Local 110	1270 6th Ave. New York City Tel.: CIrcle 5-4370	Richard Walsh, Pres. William Raoul, Secy.-Treas.
(Other Offices)	188 W. Randolph St. Chicago, Ill. Tel.: CEntral 6-4582	
	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Gladstone 3117	Roy M. Brewer, Internt'l Rep.
*Groups Affiliated With IATSE***		
Affiliated Property Craftsmen Local 44**	6472 Santa Monica Blvd. Hollywood 38, Calif. Tel.: Hollywood 9-1152	B. C. DuVal, Bus. Agent
Film Technicians Local 683**	6461 Sunset Blvd. Hollywood 28, Calif. Tel.: Hillside 7151	Robert H. Garton, Bus. Rep.
International Photographers Local 659**	7614 Sunset Blvd. Hollywood 46, Calif. Tel.: Hillside 0125	Herbert Aller, Bus. Agent
International Sound Technicians Local 659**	7614 Sunset Blvd. Hollywood 46, Calif. Tel.: Hillside 7221	Dolph Thomas, Bus. Rep.
Makeup Artists & Hair Stylists Local 706**	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: Hollywood 9-6351	Stanley Campbell, Bus. Rep.
Motion Picture Film Editors Local 776**	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: Hillside 0275	John W. Lehners, Bus. Rep.
Motion Picture Art Craftsmen Local 790**	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Gladstone 3117	Zeal Fairbanks, Bus. Rep.
Motion Picture Studio** Grips Local 80	6472 Santa Monica Blvd. Hollywood 38, Calif. Tel.: Hillside 7588	James L. Noblitt, Bus. Rep.
International Brotherhood of Electrical Workers (IBEW) Hqtrs.	1200 15th St., N.W. Washington, D. C. Tel.: District 3764	D. W. Tracy, Pres. J. Scott Milne, Secy. Albert Hardy, Internt'l Rep., Bcstg.-Recording. Harold Becker, Internt'l Rep., Bcstg. Lawson Wimberley, Ass't to Pres. (TV set servicing).
Local 134	49 N. Ogden Ave. Chicago, Ill. Tel.: SEely 3-7890	
Local 1220	400 N. Michigan Ave. Chicago, Ill. Tel.: SUperior 7-5244	H. Walter Thompson, Pres.
Broadcast - Television Recording Engineers Local 45 (IBEW)	1591 Cross Roads-of-the-World Tel.: Gladstone 8889	George A. Mulkey, Acting Bus. Mgr.
Radio and Television Directors Guild (RTDG) (International Office)	114 E. 52d St. New York 22, N. Y. Tel.: PLaza 3-4300	Dick Mack, Internt'l Pres. Oliver Nicoll, 1st Internt'l V.P. Newman Burnett, Nat'l Exec. Dir.
(New York Local)	114 E. 52d St. New York 22, N. Y. Tel.: PLaza 9-0875	Ernest Ricca, Pres. Newman Burnett, Exec. Secy.
(Other Offices)	1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: Granite 5866	Max Hutto, Pres. Elizabeth Gould, Exec. Secy.
	1413 N. Dearborn Pkwy. Chicago 10, Ill. Tel.: DElaware 7-4867	Alan Fishburn, Pres.
	1426 Buhl Bldg. 535 Griswold St. Detroit 26, Mich. Tel.: WOodward 2-1422	Shields Dierkes, Pres. Boaz Siegel, Exec. Secy.
	2601 Parkway Philadelphia 30, Pa. Tel.: STevenson 7-4573	Lee D. Davis, Pres. Neil McEnroe, Secy.-Treas.
	101 Wayne St. Arlington, Va. Tel.: OWens 7119	Joseph W. Browne, Pres. George A. Baker, Secy.-Treas.
	CONGRESS OF INDUSTRIAL ORGANIZATIONS (CIO) (Headquarters: 718 Jackson Pl., N.W., Washington, D. C. Tel.: EXecutive 5581) Pres.: Philip Murray	
American Newspaper Guild	99 University Pl. New York City Tel.: ORegon 7-1661	Harry Martin, Pres. Ralph B. Novak, Exec. V.P. William Farson, Sec.-Treas.
Communications Workers of America	1808 Adams Mill Rd. Washington, D. C. Tel.: HUdson 9200	Joseph Beirne, Pres.
National Assn. of Broadcast Engineers & Technicians (NABET) Hqtrs.	48 W. 48th St. New York 19, N. Y. Tel.: PLaza 7-3065	John R. McDonnell, Pres. Edward Lynch, Exec. V.P. Edwin Stolzenberger, N. Y. Chapter Chrmn.
	80 E. Jackson Blvd. Chicago, Ill. Tel.: WAbash 2-2462	George Maher, Nat'l Rep.
	6223 Selma Ave. Hollywood 28, Calif. Tel.: Hillside 9311	James H. Brown, Legal Counsel & Rep. Ben H. Doty, Hollywood Chapter Chrm.
	375 O'Farrell St. San Francisco 2, Calif. Tel.: Ordway 3-8484	Clifford Rothery, San Francisco Chapter Chrmn.
INDEPENDENT NON-AFFILIATED UNIONS		
American Communications Assn. (ACA)	5 Beekman Pl. New York City Tel.: COurtland 7-1374	Joseph Selly, Pres. William Bender, V.P. (Atlantic Branch Local No. 1).
Authors League of America	6 E. 39th St. New York City Tel.: MUrray Hill 9-4950	Rex Stout, Pres. Louise Sillcox, Exec. Secy. Evelyn Burkey, Asst. Exec. Secy.
*ALA Affiliated Groups****		
Radio Writers Guild*** (Headquarters)	6 E. 39th St. New York City Tel.: MUrray Hill 6-5252	Milton Merlin, Nat'l Pres. Ira Marion, East. Reg. V.P. Sheldon Stark, V.P. East. Reg. May Bolhower, Exec. Secy.
(Other Offices)	1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: Gladstone 7128	Larry Marks, V.P. West Reg. Michael Davidson, Exec. Secy.
[Note: Chicago Chapter joined NABET-CIO.]		
Screen Writers Guild***	9123 Sunset Blvd. Los Angeles 46, Calif. Tel.: Crestview 5-1125	Francis Inglis, Exec. Secy. Dee Davis, TV Secy.

(Continued on page 277)

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

A

ACCURATE ADVERTISING AGENCY
9 W. 60th St., New York 23
Tel.: Circle 7-3880
Television Dept.: Bob Fischer, Richard Jasper, producers and directors; Albert Goldson, TV set designer; Albert Losch, photography director; Messrs. Fischer and Jasper, also timebuyers.

AD FRIED ADVERTISING AGENCY
318 15th St., Oakland 12, Calif.
Tel.: Higate 4-6580
Television Dept.: Ad Fried, TV director; Barbetta G. Taylor, TV timebuyer; Elaine Trigger, music director; Gerhard Jacobi, art & production director.
Television Accounts: Davi Miracle Foam; Betty Elizabeth Shampoo; Roto-Rooter of Bay Area; Oakland Police & Firemen; San Francisco Police & Firemen; F. H. Daily Motor Co.; Bell Smoked Fish Co., Lake Merritt Hotel; The Quiet Hour; El Nido Restaurant; Lo Fare Cab Company; G & W Refrigeration Co.

ADVERTISING ENGINEERS CORP.
448 S. Hill St., Los Angeles 13
Tel.: Mutual 5039
Television Dept.: Reed Bear, timebuyer.

ADVERTISING INC.
1523-31 Central Nat'l Bank Bldg., Richmond 19, Va.
Tel.: 3-2809
Television Dept.: J. Lynn Miller, timebuyer; Aubrey F. Watson, art director and photography; A. G. Smithers, account executive.
Richmond 19, Va.—416 E. Main St. Tel.: 3-5667. A. F. Watson.
Television Accounts: Commonwealth Sales Corp.; Meyer Greentree; Commonwealth Motors Inc.; Tidewater Sales Co.

THE AITKIN-KYNETT CO.
1400 S. Penn Sq., Philadelphia 2
Tel.: Rittenhouse 6-7810
Television Dept.: E. M. Gretz, timebuyer.

DON ALLEN & ASSOC.
409 S. W. 13th St., Portland 5, Ore.
Tel.: Capitol 9445
Television Dept.: Everett A. Mitchell, TV director; H. Richard Seller, chief account executive.
Televison accounts: White Stag Mfg. Co.

ALLEN & REYNOLDS ADVERTISING AGENCY
1300 Woodmen of the World Bldg., Omaha 2
Tel.: Atlantic 4445
Television Dept.: Milt Stephan, TV director; Don Amsden, assistant TV director; Clare Murphy, Jeanette Harrison, Alice Helker, copywriters; Earl Allen, Robert Reyonlds, Karl Joens, Jack Anderson, Douglas Wall, Milton Reynolds, Floyd Mellen, account executives.
Television Accounts: General Electric Supply Corp.; Holsum Bread Co.; Merchants Biscuit Co.; T. H. Maenner Co.; Omaha Public Power Dist.; Paramount Radio Shop; C. J. Patterson Co.; P. F. Petersen Baking Co.; Peter Pan Bakery Inc.; Byron Reed Real Estate; Ted's Pen Shop; U. S. Nat'l Bank; Webber Motors.

ALLIED ADVERTISING AGENCIES
167 S. Vermont Ave., Los Angeles 4
Tel.: Drexel 7331
Television Dept.: Stuart Heinemann, production manager.

ALTOMARI ADVERTISING AGENCY INC.
20 Vesey St., New York 7
Tel.: Digby 9-1510
Television Dept.: Leonard S. Morvay Jr.; Michael Altomari.

ANDERSON & CAIRNS
488 Madison Ave., New York 22
Tel.: Murray Hill 8-5800
Television Dept.: John A. Cairns, president; Victor Seydel, TV director.
Television Accounts: Rootes Motors; General Shoe Corp.; Columbia Tobacco Co.; Nat'l Home Furnishings.

MERRILL ANDERSON CO. INC.
142 E. 39th St., New York 16
Tel.: Murray Hill 5-3045
Television Dept.: Merrill Anderson, president.

ANTHRACITE ADVERTISING AGENCY
1015 N. Maine Ave., Scranton 4, Pa.
Tel.: 9328
Television Dept.: William A. White, general manager.

JOHN FALKNER ARNDT & CO. INC.
123 S. Broad St., Philadelphia
Tel.: Kingsley 5-8500
Television Dept.: Norton J. Bond Jr., TV director; Parma Paradiso, TV secretary.
New York—40 E. 51st St. Regina Schuebel, John Wyatt.
Television Accounts: Proctor Electric Co. (R-S); Philadelphia Assn. of Retail Druggists; Philadelphia Gas Works Co.

ARNOLD & CO. INC.
262 Washington St., Boston 8
Tel.: Richmond 2-1220
Television Dept.: Arnold Z. Rosoff, TV director and account executive; Oscar E. Rudsten, Harold Glickman, Ted Serman, account executives.

ASSOCIATED ADVERTISING AGENCY INC.
Dixie Terminal Bldg., Cincinnati 2
Tel.: Main 2811
Television Dept.: Sam Malcolm Levy, president and account executive; John Maupin, TV director and timebuyer; Steve Frieberg, account executive.

ATHERTON ADVERTISING AGENCY
8455 Melrose Pl., Los Angeles 46
Tel.: Webster 3-8488
Television Dept.: Alfred A. Atherton, account executive.
Television Accounts: Pacific Citrus Products Co. (S).

ATHERTON & CURRIER INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795
Television Dept.: John P. Atherton, TV director; William Tieman, media director.
Toronto, Ont.—100 Adelaide W. Tel.: Empire 3-5418. K. C. Utley, manager.
Television Accounts: Eno, Scott & Bowne (S); Potter Drug & Chem. Corp. (S).

AUBREY, FINLAY, MARLEY & HODGSON INC.
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600
Television Dept.: Gene Fromherz, director of media; John Finlay, Richard Fechheimer, Robert Marley, account executives.
Television Accounts: Wayne Knitting Mills (S); International Harvester Co. (S).

N. W. AYER & SON INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200
Television Dept.: James E. Hanna, vice president and director of TV; T. J. McDermott, TV plans; E. G. Sisson Jr., programming & production; John M. Caldwell, copy chief; Wauhillau LaHay, publicity; R. A. Mortensen, sports broadcasting; C. D. Gudebrod, film production; Charles M. Wilds, Paul F. Kizenberger, Richard S. Bunbury, John W. Purves, Caroline H. Sleeper, all timebuyers.
Hollywood 28—714 Taft Bldg. Tel.: Hempstead 4871. Glenhall Taylor, manager.
San Francisco 4—235 Montgomery St. Tel.: Sutter 1-2543. Carl Zachrisson, manager.
Detroit 26—4170 Penobscot Bldg. Tel.: Woodward 5-3322. T. J. Henry, manager.
Boston 16—Statler Office Bldg. Tel.: Hubbard 2-4970. E. Craig Greiner, manager.
Philadelphia 6 — W. Washington Sq. Tel.: Lombard 3-0100. Warner S. Shelly, president.
Honolulu 16—231 Dillingham Bldg. Tel.: Honolulu 6193. Dudley P. Carroll, manager.
Television Accounts: The Atlantic Refining Co. (N-S); B. C. Remedy Co. (S); Brooklyn Union Gas Co. (S); Cannon Mills Inc. (N); Chesapeake & Potomac Telephone Co. (S); Chrysler Corp., Plymouth Div. (S); Reuben H. Donnelly Corp. (S); Gordon Baking Co. (S); Hills Bros. Coffee Inc. (S); Charles E. Hires Co. (S); Illinois Bell Telephone Co. (S); Howard D. Johnson & Co. (S); Lever Bros.-Surf (S & N); Michigan Bell Telephone Co. (S); John Morrell & Co. (S); Nat'l Dairy Products Co. (N); The Pennsylvania Co. (S); Sheffield Farms Milk Co. (S); United Air Lines (S); Carrier Corp. (S); Daystrom Corp. (S); Magna Engineering Corp. (S); Supplee-Wills-Jones Milk Co. (S); Webster Tobacco Co. (S); Yardley & Co. (S).

AYLIN ADVERTISING AGENCY
522 Waugh Dr., Houston 19
Tel.: Keystone 7469
Television Dept.: Robert N. Aylin, president; Charles H. Lewis, Alston P. Cameron, account executives; Luana J. Kamp, TV director.
Television Accounts: Arrow Mills (R-S); James Bute Co. (R-N); Henke & Pillot Inc. (R-N); Johnston Motor Co.; Hodell & Co. (R-N); Weldon Cafeteria.

AYRES & ASSOC. INC.
1325 N St., Lincoln, Neb.
Tel.: 2-6610
Television Dept.: Harry H. Packard, TV director; Arthur F. White, timebuyer; Warren Joyce Ayres, Gould B. Flagg Jr., Warren M. Swanson, account executives.

AZRAEL ADVERTISING AGENCY
1000 N. Charles St., Baltimore
Tel.: Lexington 7575
Radio Dept.: Maurice Azrael, president and talent buyer; George Avis, timebuyer and TV director.
Television Accounts: Giveaway program formats.

B

BADGER & BROWNING & HERSEY INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-3720
Television Dept.: Jack Wilcher, TV director.

FREDERICK E. BAKER & ASSOCIATES
Vance Bldg., Seattle 1
Tel.: Elliott 0957
Television Dept.: Peter Lyman, TV director.

BALDWIN BOWERS & STRACHAN INC.
374 Delaware Ave., Buffalo 2
Television Dept.: Everett L. Thompson, TV director; Joseph H. Radder, Malcolm L. Barney, Catherine D. Walsh, Leon A. McNamara Jr., Marie D. Cronin.

BALL & DAVIDSON INC.
1030 Speer Blvd., Denver 4
Tel.: Main 1291
Television Dept.: Carl A. Salstrand, president; Craig Davidson, executive vice president; Billy D. Prescott, vice president.
San Gabriel, Calif.—308 N. Alabama St. Tel.: Cumberland 3-3622. Craig Davidson, executive vice president.
Television Accounts: Bowman Biscuit Co. and Bowman Biscuit Co. of Texas.

BARLOW ADVERTISING AGENCY INC.
742 James St., Syracuse 3, N. Y.
Tel.: 9-6644
Television Dept.: Bud Stapleton, TV director; J. R. Coleman, G. S. Swartz, E. R. Crawford, H. H. Goodheart, F. B. Tompkins, account executives.
Television Accounts: Dairymen's League; Saratoga Vichy; P & R Macaroni; Beverly Hills Wine; Lincoln Nat'l Bank.

BARNES ADVERTISING AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 8-2393
Television Dept.: John Barnes, president and account executive.

BARNES-CHASE CO.
530 Broadway, San Diego 1
Tel.: Franklin 7771
Television Dept.: William H. Tewell Jr., TV director and timebuyer.
Los Angeles 17—1638 Wilshire Blvd. Charles Davis, manager.

TED BATES & CO.
630 Fifth Ave., New York
Tel.: Judson 6-0600
Television Dept.: H. Austin Peterson, partner in charge of TV; Lester A. Weinrott, manager of TV dept.; John Doherty, business manager; Jay Clark, Alan Dingwall Jr., John Thompson, Donn O'Meara, TV producers; Vincent Rowe, new program development; Rusty Cooper, casting director; Herb Gunter, Gene Lessere, writer-producer team of TV commercial films; Ned Midgeley, manager, timebuying dept.; MacDonald Dunbar, Bill Kennedy, Chris Lynch, timebuyers.
Hollywood 28—1680 N. Vine St. Tel.: Hollywood 9-2161. H. Austin Peterson, partner in charge of TV; Frank O'Connor, Harry Saz, producers.
Television Accounts: Colgate Palmolive Peet Co. (Colgate Dental Cream, Palmolive Shave Cream, Palmolive After Shave Lotion, Palmolive Soap); Continental Baking Co. (Wonder Bread); Brown & Williamson Tobacco Corp. (Kool Cigarettes, Viceroy Cigarettes); American Home Food Products (G. Washington Instant Coffee, Duff's Mixes); Carter Products Inc. (Carter's Little Liver Pills, Nair); Minute Maid Corp. (Minute Maid Frozen Orange Juice, Minute Maid Lemonade Mix); Standard Brands Inc. (Blue Bonnet Margarine, Royal Desserts).

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Unions and Labor Groups

(Continued from page 276)

Name of Organization	Address & Telephone No.	Executives
Distributing Process & Office Workers of America (Formerly United Office & Professional Workers) (District #65)	13 Astor Pl. New York City Tel.: ORegon 3-5120	David Livingston, Pres. Jack Paley, Secy.-Treas.
National Assn. of Broadcast Unions & Guilds (NABUG) Hqtrs.	37 W. 46th St. New York 19, N. Y. Tel.: LUxemburg 2-5130	Oliver Nicoll, Nat'l Chrmn.
(Other Offices)	6331 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hillside 5125	Claude L. McCue, Chrmn. James H. Brown, Secy.-Treas.
	375 O'Farrell St. San Francisco 2, Calif. Tel.: Ordway 3-8484	John R. McDonnel, Chrmn. William S. Gavin, Secy.-Treas.
	400 N. Michigan Ave. Chicago 11, Ill. Tel.: SUperior 7-5244	H. Walter Thompson, Pres. Raymond A. Jones, Secy.-Treas.
Publicist Guild	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: Hempstead 6826	Kenneth Carter, Pres. Gerald H. Gottlieb
Screen Cartoonists Guild	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: Hillside 4197	William Littlejohn, Bus. Agent
Screen Directors Guild (SDG)	1508 Cross Roads-of-the-World Hollywood 28, Calif.	George Sidney, Pres. Joseph C. Youngerman, Exec. Secy. Edgar J. Leaman, TV Secy.
Society of Motion Picture Art Directors	266 S. Robertson Blvd. Beverly Hills, Calif. Tel.: Crestview 1-8774	Robert M. Haas, Pres. Norman Lowenstein, Exec. Sec. Herbert Phillips, Seymour Klate, TV directorate.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 277)

BATTEN, BARTON, DURSTINE & OSBORN INC.

383 Madison Ave., New York 17
Tel.: Eldorado 5-5800

Television Dept.: Arthur Pryor Jr., vice president in charge; Bob Foreman, vice president in charge of TV; Wickliffe W. Crider, vice president in charge of new program development; Carroll P. Newton, chairman, TV plan board; Arthur Bellaire, commercial supervisor; Edwin Marshall, chief talent contact; Frank Silvernail, chief timebuyer; Tucker Scott, coordinator; Eleanor Scanlan, Fred Stoutland, Norman Chester, Hope Martinez, Al Petcavage, F. A. Wurster, George Polk, Robert Tatum, William Lawrence, Mary Ellis, Richard McKeever, timebuyers.

Boston 16—1220 Statler Office Bldg. Tel.: Hubbard 2-0430. F. W. Hatch, vice president.

Buffalo 3—3 Rand Bldg. Tel.: Cleveland 7915. Alan M. Ward, vice president.

Chicago 11—919 N. Michigan Ave. Tel.: Superior 7-9200. H. H. Haupt, vice president.

Cleveland 13, O. — Terminal Tower. Tel.: Tower 1-7270. E. E. Haring, vice president.

Detroit 26—1856 Penobscot Bldg. Tel.: Woodward 5-0620. R. E. Anderson, vice president.

Hollywood 28—1680 N. Vine St. Tel.: Hollywood 9-7337. Wayne Tiss, vice president.

Los Angeles 48—6363 Wilshire Blvd. Tel.: Webster 1-1234. A. W. Neally, vice president.

Minneapolis 2—N. W. Bank Bldg. Tel.: Lincoln 8401. J. C. Cornelius, executive vice president, E. A. Cashin, vice president.

Pittsburgh 19—Grant Bldg. Tel.: Grant 1-8060. L. D. Hansen, vice president.

San Francisco 4—Russ Bldg. Tel.: Sutter 1-2232. John G. Motheral, vice president.

Television Accounts: Murine; Cream of Wheat; Peter Hand Easy Washer; Westclox; Farmers & Mechanics Savings Bank; Circus Foods; Northrup King Co.; Gallo Wines; Minneapolis Brewing Co.; MJB Co.; George A. Hormel Co.; Pacific Telephone & Telegraph; Scott Atwater Mfg. Co.; Tea Garden Products; Rexall Drug Co.; Minnesota Mining & Mfg. Co.; Northwestern Bell Telephone Co.; Blum's Candles; Barcolo Mfg. Co.; Penick & Ford Ltd. Inc.; Bausch & Lomb; American Tobacco Co.; Curtis Circulation Co.; Nehi Corp.; D. L. Clark Co.; Armstrong Cork Co.; Wynn Oil Co.; Marine Midland Trust Co.; DeSoto; duPont Ethyl Corp.; Schaefer; Bond Bread (General Banking Co.); General Electric; Consolidated Edison; B. F. Goodrich; Good Luck Margarine; Black Horse Ale; duPont (cellulose sponges, zerone, zerex); Polaroid; Hamilton Watch; Carr Consolidated; United Fruit; Vick Chemical Corp. (Vapo-Rub, cough syrup, cough drops); Fort Pitt Brewing Co.; Foley Mfg. Co.

BEAUMONT, HELLER & SPERLING INC.

6th & Walnut Sts., Reading, Pa.

Tel.: 5-4311

Television Dept.: Dee Hassler, TV director.

Television Accounts: **Crystal Rock** Bottling Co.; York County Gas Co.; Lebanon Valley Gas Co.; Lancaster County Gas Co.; The Harrisburg Gas Co.; Consumers' Gas Co.

BENNETT, WALTHER & MENADIER INC.

69 Newbury St., Boston 16

Tel.: Kenmore 6-3820-1-2

Television Dept.: Mrs. Elizabeth D. Parsons.

BENTON & BOWLES INC.
444 Madison Ave., New York 22
Tel.: Murray Hill 8-1100

Television Dept.: Walter Craig, vice president in charge of TV; Thomas J. McDermott, director of TV production; William E. Schneider, business manager of TV dept.; Herb Leder, director of film production; William Vallee, TV production director; Oliver Barbour, Charles Fisher, Carl Eastman, Everett Gammonn, Don Wallace, Ralph Starr Butler Jr., Arthur Richards, William Mann, Lawrence White, Olga Druce, William States, program directors; George Kern, director of TV timebuying; Mary McKenna, Jean Lawler, Walter Bowe, Gordon Ensign, Elaine Sloat, Tom Carson, Marion Jones, Ann Janowicz, timebuyers.

Hollywood 28—6253 Hollywood Blvd. Tel.: Hillside 9151. Al Kaye, vice president in charge of West Coast operations.

Cincinnati—Enquirer Bldg. Tel.: Garfield 1520. Georgia Waite, office manager.

Television Accounts: General Foods Corp. (Maxwell House Coffee, Post's Cereals, Ridgeways Tea, Diamond Crystal Salt, Instant Maxwell House Coffee, Bliss Coffee, Baker's Chocolate, 4-in-1 Cocoa Mix, Certo, Yuban Coffee, Gaines Dog Food); Procter & Gamble Co. (Tide, Prell, Ivory Snow); Audivox; AVCO Mfg Corp.:—Crosley Div.; Arnold Bakers, Inc.; The Best Foods Inc.; Norwich Pharmical Co. (Pepto-Bismol, Norwich Aspirin); Brewing Corp. of America (Carling's Red Cap Ale); Benson & Hedges (Parliament Cigarettes).

BERMINGHAM CASTLEMAN & PIERCE
136 E. 38th St., New York 16

Tel.: Lexington 2-7500

Television Dept.: John H. McNeil, television director; Ted Wallower, timebuyer

Television Accounts: Griffin Shoe Polish (N-S); Conti Castile Shampoo (N-S).

TED BERNSTEIN ASSOCIATES

51 Madison Ave., New York 10

Tel.: Murray Hill 5-3730

Television Dept.: Ted Kaufman, TV director; Sylvester J. Bernstein, TV timebuyer.

LEE S. BIESPIEL ADVERTISING

605 N. Michigan Ave., Chicago 11

Tel.: Delaware 7-4190

Television Dept.: L. S. Biespiel, TV director and timebuyer; A. C. Norton, account executive.

Television Accounts: Burton Mfg. Co.; Reserve Ins. Co.; John O. Butler Co.; A. H. Arnolt Inc.

RALPH BING ADVERTISING

306 Frederick Bldg., Cleveland 15, O.

Tel.: Superior 2773.

Television Dept.: Ralph S. Bing, TV director.

Television Accounts: Blaushild Motors; Pelunis Motors; Northern Ohio Appliance; Al Sirat Grotto Circus.

BIOW CO. INC.

640 Fifth Ave., New York 19

Tel.: Plaza 9-1717

Television Dept.: Robert Nickell, TV manager; Roy Winsor, TV director; Roland Gillett, co-director of TV; J. E. Kucera, timebuyer.

Hollywood—1606 N. Argle. Tel.: Hempstead 2377.

San Francisco 3—703 Market St. Tel.: Garfield 4854.

BLACKSTONE ADVERTISING

221 W. 57th St., New York 19

Tel.: Circle 7-4915

Television Dept.: Frank Kaus, media director.

BLAINE-THOMPSON CO.

234 W. 44th St., New York 18

Tel.: Longacre 4-0800

Television Dept.: Albert L. Lesser, executive vice president and timebuyer.

FRANK L. BLUMBERG ADV. AGENCY
800 Cathedral St., Baltimore 1
Tel.: Mulberry 6672

Television Dept.: Horace J. Elias, TV director.

Television Accounts: Kress Farm Dairy; Park Circle Motor Co.

THE FRED BOCK ADVERTISING CO.
Second Nat'l Bldg., Akron 8, O.
Tel.: Portage 4616-5872

Television Dept.: John Simpson, TV director.

Television Accounts: Sovenir Beer; Modernfold Doors.

BILL BONSIB ADV. AGENCY
1717 E. Colfax Ave., Denver 6
Tel.: Florida 4418

Television Dept.: John Barrick, Jay Tallant.

Television Accounts: McCollum-Low Corp. (closed circuit TV).

W. EARL BOTHWELL INC.
600 Grant St., Pittsburgh 19
Tel.: Court 1-6565

Television Dept.: Richard C. Bachman, vice president and manager.

New York 16—22 E. 40th St. Tel.: Lexington 2-1522. Vincent Van Buren, radio director; Harry Torp, media director.

Hollywood 28—1680 N. Vine St. Tel.: Hillside 0209. Thomas Dealy, manager.

BOTSFORD, CONSTANTINE & GARDNER

115 Southwest Fourth Ave., Portland 4, Ore.
Tel.: Atwater 9541

Seattle 4—333 Central Bldg. Tel.: Eliot 3523.

New York 1—Empire State Bldg. Tel.: Bryant 9-4845.

San Francisco 4—156 Montgomery St. Tel.: Exbrook 2-7565.

Television Accounts: E. H. Bendiksen Co.; Olympia Brewing Co.; Robert S. Atkins Co.; Foster Lunch Systems Inc.; Sego Milk Products; Poultry Producers of Central Calif.; Jantzen Knitting Mills Inc.; Bell Brook Dairies Inc.; Idaho, Travel Commission; Calif. Sports, Travel & Boat Shows; Crispie Potato Chip Co.

THE LEO BOULETTE AGENCY
303 North Main St., Three Rivers, Mich.
Tel.: 3-4155

Television Dept.: Carol Boulette, president.

BOURNE ASSOC. INC.

60 E. 42nd St., New York 17
Tel.: Vanderbilt 6-1423.

Television Dept.: Suzanne Lloyd, timebuyer and talent buyer; Severin Bourne, director; Victor Arden, music drector.

STANLEY G. BOYNTON & SON

159 Pierce St., Birmingham, Mich.
Tel.: Jordan 4-5888

Television Dept.: Stanley G. Boynton, president and timebuyer; Marjorie Smith, production manager and traffic manager.

New York 7—17 E. 42d St. Tel.: Murray Hill 2-0086.

BOZELL & JACOBS INC.

326 W. Madison St., Chicago 6 (Omaha, home office)
Tel.: Central 6-6503

Television Dept.: Philip Rouda, vice president and TV director; Nancy Goodwin, assistant; Eileen Kileen, timebuyer.

Television Accounts: Phoenix Table Mat Co. (S); Security Savings & Loan; Hopalong Cassidy Savings Club; Pfaff Sewing Machine; Pollyanna Town & Country; Leaf Brands.

B-P-I ADVERTISING

350 Madison, Detroit 26
Tel.: Woodward 5-0909

Television Dept.: Lois M. Michels, president; J. Hall Smith, production manager.

ARTHUR BRAITSCH ADV. AGENCY
528 Hospital Trust Bldg., Providence
Tel.: Dexter 1-4115-1-5313

Television Dept.: Arthur Braitsch, TV director; John Lorimer, TV timebuyer.

Television Accounts: R. I. Hospital Trust; Weybosset Pure Food; Roger Williams Savings; Strand Theatre; Silvertown Chevrolet Co.; Colonial Wallpaper Co.; Rocky Point Park.

MICHAEL BRAND ASSOC.
8820 Sunset Blvd., Hollywood 46
Tel.: Crestview 6-2991

Television Dept.: Michael Brand, TV director.

BRUCE B. BREWER & CO.
900 Walnut St., Kansas City, Mo.
Tel.: Harrison 4890

Television Dept.: W. J. Woods, TV director. Bruce B. Brewer, Quintin Brewer, Kent Boyd, John Barton, R. I. Preis, account executives.

Minneapolis—Foshay Tower. Tel.: Atlantic 4307. Charles E. Sirotz, manager.

BRISACHER, WHEELER & STAFF
1660 Bush St., San Francisco 9
Tel.: Prospect 6-2600

Television Dept.: Garrett Hollihan, TV timebuyer; John Butler, television producer.

New York 1—350 Fifth Ave. Tel.: Bryant 9-5600. Darrell McCain, media chief.

Hollywood 28—1680 N. Vine St. Tel.: Granite 3051. A. McKie Donnan, vice president.

Television Accounts: Hershel Calif. Fruit Products (S); Pictsweet Foods Inc. (S); Calif. Dairy Advisory Board; Parsons Ammonia (S); Wheatena Corp. (S); Van Camp Sea Food Co. (S); San Francisco Milk Industry; East Bay Producers Council; No. Calif. Kaiser-Frazer Dealers Assn.; Old Homstead Bakery; Rainer Brewing Co.

BROADCAST ADVERTISING
3055 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 9-1339

Television Dept.: Van C. Newkirk, president and general manager; John G. Fryer, assistant in charge of production; Alva Edwards, timebuyer.

BROADCAST ADVERTISING INC.
8 Newbury St., Boston 16
Tel.: Kenmore 6-0854

Television Dept.: J. E. Murley, director and account executive; J. J. Manning, timebuyer.

BROOKE, SMITH, FRENCH & DORRENCE INC.

Burns at E. Jefferson, Detroit
Tel.: Valley 2-9700

Television Dept.: Hugh Hole, director of TV; Jay Berry, James Reason, assistant director of TV.

New York—52 Vanderbilt. Murray Hill 6-1800.

Television Accounts: Hudson Motor Car Co. (N-S); Ironrite Inc. (N-S); Youngstown Kitchens, Div. Mullins (S); Goebel Brewing Co. (RN-RS); Hygrade Food Products Corp. (S); Spartan Radio & Television Div. Sparks-Withington Co. (S).

BROOKS ADVERTISING AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558

Television Dept.: A. R. Brooks, timebuyer; Mary McCauley.

D. P. BROTHER & CO. INC.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-8250

Television Dept.: Carl Georgi Jr., vice president, timebuyer; William J. Davis.

FRANKLIN BRUCK ADV. CORP.
1270 Ave. of the Americas, New York 20
Tel.: Circle 7-7660

Television Dept.: Dave Davidow, director television production; Franklin Bruck, M. J. Kleinfeld, M. Heineman, H. Gold, account executives.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

Hollywood 4—532 N. Cherokee Ave. Tel.: Gladstone 4528. Howard Blake, manager.

Television Accounts: Bishop & Co.; Bowman Gum Co.; Fashion Frocks; Food Store Programs Corp. (N); Hi-V Corp.; Walter Johnson Candy Co. (N); Rexor Corp.; Sitroux Inc.

BUCHANAN & CO. INC.
1501 Broadway, New York 18
Tel.: Bryant 9-7900

Chicago 11—333 N. Michigan Ave. Tel.: Andover 3-6611. Robert E. Potter.

San Francisco 4—155 Montgomery St. Tel.: Yukon 6-2927. Ray Randall.

Los Angeles 48—451 N. LaCienga Blvd. Tel.: Crestview 5-5231. Charles E. Coleman, vice president.

BUCHANAN-THOMAS ADVERTISING CO.
412 S. 19th St., Omaha 2
Tel.: Atlantic 2125

Television Dept.: Adam Reinemund, director and timebuyer

BUCHEN CO.
400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305

Television Dept.: C. W. Fisher, television director; M. A. Fritz, television director.

G. NORMAN BURK INC.
223 Fourth Ave., Pittsburgh 22
Tel.: Grant 1-6316

Television Dept.: Edgar E. Eaton, director and account executive; G. Norman Burk, Account executive; Dolores E. McCarthy, timebuyer.

Television accounts: Allied Electric Supply; Hutchinson Co.; Meadow Gold Dairies; National Coffee distributors; Sun Drug Co.; John Dewar Co.; Joseph Woodwell Co.

LEO BURNETT CO. INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-5959

Television Dept.: William L. Weddell, vice president in charge of broadcasting; Leonard S. Matthews, timebuyer.

New York 22—743 Fifth Ave. Tel.: Plaza 9-0860. W. J. McIlvain, broadcasting manager.

Los Angeles 5—3632 Wilshire Blvd. Tel.: Dunkirk 8-8131. Wendell Williams, broadcasting manager.

Television Accounts: Bauer & Black (S); Brown Shoe (N); Comstock Canning Co. (S); Dean Milk Co. (S); Converted Rice (S); Englander Co. (S); Globe Mills (S); Green Giant Co. (N-S); Kellogg Co. (N-S); Mars Inc. (N); Pillsbury Mills Inc. (N); Pure Oil Co. (S); Santa Fe RR (S); Tea Council (S).

BYER & BOWMAN ADVERTISING AGENCY
203 E. Broad St., Columbus 15
Tel.: Main 3276

Television Dept.: Joe M. Burghalter.

C

HAROLD CABOT & Co. INC.
136 Federal St., Boston 10
Tel.: Hancock 6-7600

Television Dept.: Janet Gilbert, TV director; Harold Cabot; Langley C. Keyes; Richard P. Holland; Edward F. Chase; John M. Lord; Peter Black; James Summers; Courtney A. Crandall; John W. Spellman Jr.; Joseph Wallace; Edward F. Glacy.

CAHN-MILLER INC.
510 St. Paul Pl., Baltimore 2
Tel.: Saratoga 4466

Television Dept.: Louis C. Pedlar Jr., TV director.

Television Accounts: Eutaw Savings Bank; Fraternity Fed. Savings & Loan Assn.; Fidelity Storage Co.; Hanline Bros.; Hess Shoes; Jarman Motors.

CALDWELL, LARKIN & CO., INC.
11 S. Meridian St., Indianapolis 4
Tel.: Market 6501

Television Dept.: Mrs. Mae C. Woock, media secretary

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH
247 Park Ave., New York 17
Tel.: Plaza 5-6900

Television Dept.: Lindsay MacHarrie, TV production manager.

CAMPBELL-EWALD COMPANY INC.
1 E. 57th St., New York 22
Tel.: Murray Hill 8-3190

Television Dept.: Lynn Dudley, vice president in charge.

Los Angeles 15—714 W. Olympic Blvd. Tel.: Richmond 6204. R. C. Francis, vice president and manager.

Detroit 2—General Motors Bldg. Tel.: Trinity 2-6200. J. J. Hartigan, vice president.

San Francsco 4—235 Montgomery St. Tel.: Sutter 1-8736. T. M. Johnston, vice president and manager.

Chicago 1—230 N. Michigan Ave. Tel.: Central 6-1946. Earl W. Clements, vice president and manager.

CAMPBELL-MITHUN INC.
1370 Northwestern Bank Bldg., Minneapolis 2
Tel.: Lincoln 8824

Television Dept.: Arthur H. Lund, television director; John Cole, television timebuyer; Doug Gabrielson, television production.

Television Accounts: Alwood Coffee (S); Campbell Cereal (S); Gold Seal (S); Griggs Cooper (S); Theo. Hamm Brewing (S); Minnesota Consolidated; Land O'Lakes (S); Northern States Power (R-S); Northwestern Bank; Russell-Miller (S); Zinsmaster Baking Co.

Chicago—1024 Palmolive Bldg. Tel.: Delaware 7-7553. Arthur H. Lund, television director; Minnie Kaplan, timebuyer; Bob Noel, television production.

Television Accounts: R. M. Hollingshead Corp. (S); Miracloth Corp. (S); American Dairy Assn. (N-S).

THE CAPLES COMPANY
225 E. Erie St., Chicago 1
Tel.: Superior 7-6016

Television Dept.: W. E. Gibson, space buyer; D. J. Powers, vice president.

New York 17—535 Fifth Ave. Tel.: Murray Hill 7-3577. S. R. Carlin, director of TV; H. F. Meyer, vice president.

Omaha 2—1504 Dodge St. Tel.: Jackson 7795. L. M. Branch, vice president; J. D. Farris, account executive.

Los Angeles 5—301 S. Kingsley Dr. Tel.: Dunkirk 7-4255. R. R. Rullman, vice president.

Television Accounts: CRI&P Railway, Union Pacific Railroad.

CARNEY ADVERTISING AGENCY INC.
238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 2-3008

Television Dept.: W. G. Carney

Los Angeles—3757 Wilshire. Tel.: Fairfax 2301

THE J. CARSON BRANTLEY ADV. AGENCY
Owen Bldg., Salisbury, N. C.
Tel.: 900

Television Dept.: J. Carson Brantley, president.

CARTER ADVERTISING AGENCY INC.
912 Baltimore Ave., Kansas City 6
Tel.: Harrison 1356

Television Dept.: Fred Alexander, television director.

CAYTON INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-1711

Television Dept.: Allan Black, TV director and timebuyer; Leonara Thuna, assistant television director; William D'Arcy Cayton and Allan Black, account executives.

Television Accounts: Chesebrough Mfg. Co. (N); Miracle Adhesives Corp. (S); Virginia Metal Products Co. (S); Young America Films (S).

CECIL & PRESBREY INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-1234

Television Dept.: J. Frank Gilday, TV director; W. C. Patterson, assistant TV director; Joseph Lamneck, director TV production; Harry Parnas, media director; Herbert Gruber, head timebuyer; Charlotte Corbett, timebuyer; **Hilda DeHart**, timebuyer; Charles Duffy, J. P. Beresford, A. M. Foster, S. Dalsimer, E. B. Noakes, Robert Mayer, E. M. K. Murray, George Oswald, Kenneth Twyman, H. L. Kneeland, account executives.

Hollywood—6253 Hollywood Blvd. Tel.: Hempstead 2324. Riley Jackson

Cincinnati—1814 Union Central Bldg. Tel.: Garfield 5178. William Hecker

Television Accounts: Bymart (Tintair) (N-S); Block Drug (N); Electric Auto-Lite (N); Sylvania Electric (N); Nestles Chocolate (S); Whitehall Pharmacal (S); Topps Chewing Gum (S); Red Top Brewing Co. (S); Goya Inc. (S).

W. CRAIG CHAMBERS INC.
513 Second Ave., Pittsburgh 24
Tel.: Atlantic 1-4028

Television Dept.: J. Jeff Forbes, TV director; W. Craig Chambers, president and account executive; James F. Blair, account executive; James F. Devine, account executive; Shirley Grey, traffic manager; E. Greger, timebuyer.

Television Accounts: Hafner Coffee Co.; Hawkinson Treads Inc.; Koppers Co.; LaPremiata Macaroni Corp.; A. Mamaux & Son.; North Side Packing Co.; J. Ossola Co.; Peters Packing Co.; Potter McCune Co.; Rand Drugstores; Washington Rubber Co.; Westinghouse Electric; First Federal Savings & Loan Assn.; G. C. Murphy Co.; Electric Products Inc.

CHARLES J. CHARNEY ASSOCIATES
1819 Broadway, New York 23
Tel.: Plaza 7-0955

Television Dept.: Alvin George, TV director; C. J. Charney, timebuyer; Melvin H. Levy, account executive; Seymour Chodorkoff, account executive

JAMES THOMAS CHIRURG CO.
414 Park Square Bldg., Boston 16
Tel.: Hancock 6-7310

Television Dept.: Edmund J. Shea, media director; J. Nelson Clifford, film director; Benjamin Shattuck, Wallace L. Shepardson, Hillard Welch,, account managers.

Television Accounts: Ace Art Co. (S); Lifetime Stainless Steel (S); W. L. M. Bensdorp Co. (S).

New York—1612 Chanin Bldg. Tel.: Murray Hill 7-5040. George A. Frye, vice president and general manager.

C. P. CLARK INC.
James Robertson Hotel, Nashville
Tel.: 6-4179

Television Accounts: First American National Bank.

COE ADVERTISING AGENCY
609 S. Warren St., Syracuse, N. Y.
Tel.: 2-0147

Television Dept.: Smith S. Binning, director of TV; Susan Trent, assistant director of TV.

Television Accounts: Tedesco Distributors; E. M. O'Donnell Distributors; Congress Beer; Jeans Potato Chips; Champman Lumber; Addis Co.; Fairway Packing; Men's Shop; Vanderhoof Roofing; E. W. Edwards Dept. Store; Rudolph Jewelers; Park Brannock; Town Talk Ice Cream; Sundure Paint.

ARNOLD COHAN CORP.
101 W. 55th St., New York 19
Tel.: Plaza 7-7730

Television Dept.: Arnold Cohan, president and TV treasurer; (account executive) Jeff Selden, TV copy chief; Herbert Dougherty, art director; John Mulligan, production director.

Television Accounts: Bruno-New York Inc.; Sunset Appliance Stores; Bedford TV Inc.

HARRY B. COHEN ADV. CO.
1 E. 57th St., New York 22
Tel.: Murray Hill 8-3030

Television Dept.: Jose diDonato, TV production director and talent buyer; Mary Dunlavey, TV timebuyer.

Television Accounts: Pearson Pharmacal Co. (N-S); The Grove Labs Inc. (S); West End Brewing Co.; Waitt & Bond, VCA Labs.

COHEN & MILLER ADVERTISING
519 Sixth St., N. W. Washington, D. C.
Tel.: Sterling 3333

Television Dept.: Sidney B. Wolfe, TV director; Mark Foster, account executive; Reuben Cohen, account executive; Alvin I. Miller, partner

Television Accounts: Phillip's Inc.; Southern Wholesalers; Beal Motor Co.; Serta Mattresses; University Shop.

COMMERCIAL BROADCASTERS
188 W. Randolph St., Chicago 1
Tel.: Dearborn 2-0203

Television Dept.: Dave Edelson, M. F. Edelson, partners; Kay O'Heron, timebuyer.

RUSSELL C. COMER CO.
Land Bank Bldg., Kansas City 6, Mo.
Tel.: Harrison 3964

Television Dept.: Jon Yost, TV director; Mrs. E. W. Golliher, media director.

COMPTON ADVERTISING INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-8200

Television Dept.: Lewis H. Titterton, vice president, Marjorie Irwin, business manager; Lloyd Durant, manager of commercial TV production; Henry Clochessy, chief timebuyer; Richard Hurley, Martin Hansen, Genevieve Schubert, Frances Velthuys, timebuyers.

Television Acounts: Campbell Soup Co. (N-S); Goodyear Tire & Rubber Co. (S); Personal Products Corp. (S); Procter & Gamble Co. (N-S); Standard Brands Inc. (N-S); Socony-Vacuum Oil Co. (S).

Chicago 4—141 W. Jackson Blvd. Tel.: Harrison 7-6935

Cincinnati 2—711 Gwynne Bldg. Tel.: Parkway 6961

Hollywood 28 — 6523 Hollywood Blvd. Tel.: 9-8107

Milwaukee 3—744 N. Fourth St. Tel.: Marquette 8-2778

THOMAS F. CONROY INC.
1101 Majestic Bldg., San Antonio
Tel.: Garfield 3456

Television Dept.: Bob Richards, TV director; James F. Davis, TV production; Thomas F. Controy, Jack Keasler, Jack Schlichenmaier, Paul R. Ferwerda, account executives.

Television Accounts: Lone Star Brewing; Bohnet Baking; Hoffman-Hayman Coffee; Fomby Clothing; Ormsby Chevrolet Co.; Studers Inc.; Zale Jewelry Co.; Pery-Shankle Co.

CO-ORDINATED ADVERTISING CORP.
9 E. 38th St., New York 16

Television Dept.: Charlotte Armstrong, TV director; Irving Herz, timebuyer; Lester L. Wolff, account executive.

Television Accounts: Associated Food Stores; Bond Bread; Myer 1890; Ehlers Coffee; Foremost Ice Cream; Van Houten Instant Cocoa; Roulston Foods Stores; Manhattan Food Stores; Snappy Cheese.

COWAN & DENGLER INC.
527 Fifth Ave., New York 17
Tel.: Murray Hill 2-0940

Television Dept.: Thomas H. Moore Jr., TV director; Gene Trivell, timebuyer.

JOHN GILBERT CRAIG ADVERTISING INC.
913 Washington St., Wilmington, Dela.
Tel.: 5-6185

Television Dept.: Kathleen A. Walsh, Jane A. Roggers, account executives.

Television Accounts: Delaware Power & Light Co.; Diamond Ice & Coal Co.; Equitable Trust Co.

(Continued on page 280)

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 279)

THE CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2
Tel.: Daly 8-3500
Television Dept.: Roger W. LeGrand, TV director; Loretta Maher, TV timebuyer; Kenneth Hegard, John Pritchard, account executives.
Television Accounts: Rolfs Amity Leather Products Co.(S); Phoenix Hosiery Co.(S); Ed. Schuster & Co., Inc. (S); Chevrolet Dealers of Greater Milwaukee (S); Milwaukee Gas Co. (S); Plankinton Packing Co. (S); Hoberg Paper Mills (S);
Altorfer Bros. Co. (S); First Federal Savings and Loan Assn. (S); Henri's Food Products Co. (S); Pflugradt Co. (S); Wisconsin Telephone Co. (S); Marine National Exchange Bank (S).

CREAMER & COMPANY
6381 Hollywood Blvd., Los Angeles
Tel.: Granite 4137
Television Dept.: Dick Creamer; Edward Loveton, media director.

CROOK ADVERTISING AGENCY
Southwestern Life Bldg., Dallas 1
Tel.: Riverside 1775
Television Dept.: David Kittrell Jr., media director; Weldon L. Moore, Jr.

SAMUEL C. CROOT CO.
28 W. 44th St., New York 18
Tel.: Bryant 9-2588

CUMMINGS, BRAND & McPHERSON
409 Gas & Electric Bldg., Rockford, Ill.
Tel.: 2-0677
Television Dept.: Earl M. Cummings, James R. McPherson.
Chicago 6—20 N. Wacker Dr. Tel.: Dearborn 2-5026. R. J. Christopher, Leonard Bridges.
Television Accounts: The Arthur Beck Co.; The Brearley Co.

CUNNINGHAM & WALSH INC.
40 E. 34th St., New York 16
Tel.: Murray Hill 3-4900
Television Dept.: John R. Sheehan, manager of TV; Fred Cusick, chief timebuyer.

D

DANCER-FITZGERALD-McDOUGAL INC..
San Francisco 4—114 Sansome St.
Tel.: Douglas 2-5107
Television Dept.: Charles H. McDougall.
Toronto 1—6 King Street East. Tel.: Empire 3-2851. Gilbert Nunns, manager.

DANCER-FITZGERALD-SAMPLE INC.
347 Madison Ave., New York 17
Tel.: Oregon 9-0600
Television Dept.: Lyndon O. Brown, director of research and media; J. James Neale, TV director; Adrian Samish, vice president and TV director.
Chicago 1, Ill.—221 North LaSalle St. Tel.: Financial 6-4700.
Television Dept.: Sewall Gardner, Paul Keenan, vice president; Elliot Detchon, account executive; James Neale, vice president, TV director; Lyndon O. Brown, V.P., media & research director; Frances Kennedy, copy chief.
Hollywood 28—1680 North Vine St. Tel.: Hudson 2-3256. Alvin Kabaker, vice president and manager.

DAVIS & CO.
912 Pacific Mutual Bldg., Los Angeles 14
Tel.: Michigan 3908
Television Dept.: Robert J. Davis Sr., TV director; Marilyn Morisset, timebuyer.
Radio Accounts: Blue Bird Potato Chips; Anderson's Foods Inc.; Scudder Food Products; Wilson & Co.; Welchade Div.—White Rock Bottlers.

LEONARD DAVIS ADVERTISING INC.
107 Front St., Worcester 8, Mass.
Tel.: 7-3617
Television Dept.: Leonard Davis, TV director; Marion Davis, timebuyer.
Television Accounts: Worcester Bedding Co.; W. T. Grant Co.

DEVEREUX & CO., INC.
266 Genesee St., Utica 2
Tel.: 4-1718.
Television Dept.: L. W. Devereux, president and account executive.
Television Accounts: Utica Mutual Insurance Co. (R-S).

DIENER & DORSKIND
147 W. 42nd St., New York 18
Tel.: Bryant 9-8300
Television Dept.: Alvin Haas, TV director; William Mann, advertising director.

DOHERTY, CLIFFORD & SHENFIELD INC.
350 Fifth Ave., New York 1
Tel.: Bryant 9-0445
Television Dept.: Chester MacCracken, vice president, TV director; Esther Jealous, timebuyer.

RALPH L. DOMBROWER CO., INC.
11 E. Franklin St., Richmond 19, Va.
Tel.: 3-111-3
Television Dept.: T. Michaux Moody, TV director and timebuyer.
Television Accounts: Goldberg Electric Products Co.

DONAHUE & COE
RKO Bldg., New York 20
Tel.: Columbus 5-4252
Television Dept.: A. Carl Rigrod, Robert Wahl, TV production; Evelyn Lee Jones, TV timebuyer.
Atlanta 3—Hurt Bldg., H. L. Morrill Jr.

W. B. DONER & COMPANY
Washington Blvd. Bldg., Detroit 26
Tel.: Woodward 5-7400
Television Dept.: Cherie Lee, assistant TV director; Howard Fisher, Robert King, Helen Anderson, Jack Colt.
Chicago 1—203 N. Wabash Ave. Tel.: Dearborn 2-4676
Television Accounts: Rose Jewelers; Federal Department Stores; Michigan Wineries; Buckeye Beer; Dye Home Improvement Co.; Pressel Sausage Co.; Price Quality; Big Bear Markets; Cherrin Bros.; Radio Distributors; Studebaker Dealers; Famous Furniture; Crown Furniture; Glendale Sausage Co.; Faygo Beverages; Delsoy Distributing Co.; Richard's Drive-Ins; Speedway Petroleum; Annis Furs.

DOREMUS AND COMPANY
120 Broadway, New York 5
Tel.: Worth 4-0700
Television Accounts: Union Trust Co. of Washington, D. C.
Boston 9—53 State St. Tel.: Lafayette 3-0770. Charles W. Morse, vice president; Ruth L. Simonds, timebuyer.
Television Accounts: Cities Service Oil Co.
Philadelphia 2—1518 Walnut St. Tel.: Pennypacker 5-4477. Philip R. Livingston, TV director.
Chicago 4—208 S. LaSalle St. Tel.: Central 6-9132. Charles C. Greene, vice president.
San Francisco 8—425 Bush St. Tel.: Yukon 2-4080. Ronald Brindley, vice president; Joyce Louw, timebuyer.

DORLAND ADVERTISING LTD.
247 Park Ave., New York 17
Tel.: Eldorado 5-2680
Television Dept.: Harold Kaye, director of TV dept.; Al Goldman, TV copy chief; Alex Courtney, Bill Demarest, TV directors; Lucille Dreher, timebuyer.

JOHN C. DOWD INC.
212 Park Square Bldg., Boston 16
Tel.: Hubbard 2-8050
Television Dept.: William Walsh, TV timebuyer; Theodore Pitman Jr., TV director; Helen Garabedian, assistant TV director; Edward Parent, Ernest Gross, Lawrence Duane, William Haughey, William Buckingham, Norman McKenzie, Gerald Higgins, David Lutkins, Edward Emery, account executives.
Television Accounts: Albany Carpet Cleaning Co. (S); Boston Edison Co. (S); Cott Beverage Co. (S); First National Stores (S); Groveton Papers Co. (S); Martin L. Hall Co. (S); Megowen Educator Food Co. (S); Eugene Rothmund Co. (S); Snider Fuel Corp. (S); Giusti Baking Co. (S).

DOWD, REDFIELD & JOHNSTONE INC.
501 Madison Ave., New York 22
Tel.: Murray Hill 8-1275
Television Dept. William H. Eynon, TV director; Betty Nasse, timebuyer; Marjorie Girecki, assistant timebuyer.
Television Accounts: Rapidol Distributing Co. (S); Stahl-Meyer Inc. (S); Block Drug (S).
John C. Dowd Co., Inc. Boston, Mass. Tel.: Hubbard 2-8050

DOYNE ADVERTISING AGENCY
415 Church St., Nashville 3
Television Dept.: Geo. W. Doyne, Bob Cooper, Bob Dettmer
Television Accounts: C. B. Ragland Co. (S); Third National Bank (S).

DUNDES & FRANK INC.
64 W. 48th St., New York 19
Tel.: Plaza 7-0750
Television Dept.: Thomas A. Wright Jr., vice president in charge of TV; Daisy Grosswirth, timebuyer.
Television Accounts: Roux Labs (S).

ROY S. DURSTINE INC.
730 Fifth Ave., New York 17.
Tel.: Circle 6-1400.
Television Dept.: Hubert Wilke, director; Bergi Boe, manager and timebuyer.
Los Angeles—3259 Wilshire Blvd. Tel.: Dunkirk 8-3411. William Sloan.
San Francisco—703 Market St. Tel.: Yukon 6-6239. Robert England.

E

EASTBURN & SIEGEL
623 Spring St., N. W., Atlanta
Tel.: Vernon 4707

ADAM F. EBY ADVERTISING
35 Court St., Buffalo
Tel.: Madison 2921
Television Dept.: Adam F. Eby, president; Madeline Feeney, account executive.
Television Accounts: Chip Steaks (S); S. R. Gerber (S); Police Circus (S); Stamford Park Race Track (S); Sports Show (S); Culligan Soft Water (S).

ELLINGTON & CO. INC.
535 Fifth Ave., New York 17
Tel.: Murray Hill 7-4300
Television Dept.: Hal James, vice president in charge of radio; A. Burke Crotty, executive producer; Daniel Kane, business manager and timebuyer; Chester Kulesza, manager film & commercial production; William A. Russell, manager of TV copy; Kay Woelfle, production assistant; Doris Lustgarten, new programs.
Television Accounts: Celanese Corp. of America; Cities Service Oil Co. (gasoline & oil); Bayuk Cigars Inc.; McKesson & Robbins; J. Wiss & Sons Inc. (scissors & shears); White Star Luggage; Cadbury Fry (candy).

THE ELLIOTT AGENCY
178 Grand Ave., Oakland 12, Calif.
Tel.: Twinoaks 3-1750
Television Dept.: Wallace F. Elliott

EMERY ADVERTISING CORP.
2 E. North Ave., Baltimore 2
Tel.: Vernon 3731
Television Dept.: R. I. Highleyman, TV director.

ROBERT J. ENDERS ADVERTISING INC.
1415 K St., N. W., Washington 5, D. C.
Tel.: Sterling 2222
Television Dept.: Mary Griffin Jr., TV director; Dorothy Schick, timebuyer; William F. Fitzgerald, Robert L. Friend, Donald B. Crowl, Sylvia Devey, Fred Waller, account executives; Robert Friend, film director.
Philadelphia—Packard Bldg. Tel.: Rittenhouse 6-5491. Al Fingerman, manager.
Hollywood—6611 Santa Monica Blvd. Tel.: Hillside 6118. John Swallow, manager.
New York—270 Park Ave. Tel.: Plaza 5-4952. Howard Enders, vice president.
Montreal, Que. Canada—1176 Sherbrook St., W. Tel.: Plateau 418. Dave Kaplan, manager.

ALVIN EPSTEIN ADVERTISING
1407 G St., Washington, D. C.
Tel.: Sterling 8550
Television Dept.: Toni Pearson, TV director, timebuyer; Alvin J. Raider, Ruth G. Graze, Jerry Horwitz, account executives.

ERWIN, WASEY & CO. INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8700
Television Dept.: James C. Douglass, vice president in charge; Keith B. Shaffer, business manager; Ray Simms, timebuyer.
Los Angeles 36—5045 Wilshire Blvd. Tel.: Webster 1-1211. Robert L. Redd, vice president in charge.
Chicago 1—230 N. Michigan Ave. Tel.: Randolph 6-4952. L. R. Nothrup.
Minneapolis 2—Rand Tower. Tel.: Atlantic 1233. Mac Martin.
Oklahoma City 2—First Nat'l Bank Tel.: 7-5429. Harold Halsell.
Toronto—1170 Bay St. Tel.: Randolph 5187. Ralph L. Lawson.
Montreal—1121 St. Catherine St. Tel.: Plateau 9146. Charles Sheppard.

BENJAMIN ESHLEMAN CO.
1522 Locust St., Philadelphia 2
Tel.: Kingsley 5-2590
Television Dept.: Leon H. Greenhouse, vice president, account executive; Joseph R. Rollins Jr., media director.

WILLIAM ESTY CO. INC.
100 E. 42d St., New York 17
Tel.: Murray Hill 5-1900
Television Dept.: Kendall Foster, vice president and TV director; Samuel H. Northcross, vice president and business manager of TV dept.; Stanley Lomas, vice president in charge of TV commercials; Richard C. Grahl, timebuyer.
Television Accounts: R. J. Reynolds Tobacco Co. (N-S); Colgate-Palmolive-Peet Co. (N-S); M & M Ltd. (N-S); Coca Cola Bottling Co. of New York (N-S); National Carbon Co. (S).

EVANS & ASSOCIATES
Dan Waggoner Bldg., Fort Worth 2
Tel.: Edison 9521

THE EVERLING ASSOCIATES INC.
1015 Chestnut St., Philadelphia 7
Tel.: Market 7-2617
Television Dept.: Alice L. Mooney, timebuyer; Lester J. Harmon, TV production.

EXPORT ADVERTISING AGENCY
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3875

F

FACTOR-BREYER INC.
1709 W. 8th St., Los Angeles 17
Tel.: Dunkirk 8-8111
Television Dept.: Farlan Myer, TV director; Ted H. Factor, Donald A. Breyer, account executives; J. Marian Janeway, timebuyer.
Television Accounts: Globe Bottling Co.; Farmers Insurance; Mission Pak; United Mortgage Co.; Lime Cola; Studio Girl of Calif.; J. N. Ceazan Co.

FADELL CO.
525 Northwestern Bank Bldg., Minneapolis 2
Tel.: Atlantic 3416
Television Dept.: Michael J. Fadell, TV director and account executive; John J. Polian, account executive; Doris B. Anderson, timebuyer.
Television Accounts: Twin City Rapid Transit Co. (N-S); Midwest Oil Co. (S).

FEDERAL ADVERTISING AGENCY INC.
385 Madison Ave., New York 17
Tel.: Murray Hill 8-4200
Television Dept.: Frank C. Barton Jr., vice president in charge of TV; Eleanor L. Larsen, assistant to vice president; Penelope Simmons, timebuyer; Jacqueline Ruta, assistant to timebuyer; Jules B. Singer, vice president and account executive; Kenneth Plumb, vice president and account executive; A. L. Plant, V. S. Lindsley Jr., George H. Benedict, account executives; Charles P. Graves, copy.
Television Accounts: Doeskin Products Inc. (S); Gerber Products Co. (N); General Cigar Co., Inc. (S).

HARRY FEIGENBAUM ADV. AGENCY
2011 Walnut St., Philadelphia 3
Tel.: Locust 4-1536
Television Dept.: Franklin Roberts, TV director; David Werman, timebuyer.

COURTLAND D. FERGUSON INC.
315 National Press Bldg., Washington, D. C.
Tel.: National 7713
Television Dept.: Walter J. Kerwin, TV director.
Television Accounts: Lincoln Warehouse Corp. (S); King Kone Corp. (S); The Mann Co. (S); Schindler's Peanut Products (S); Brigg & Co. (S); High's Ice Cream Co. (S); P. D. Gwaltney & Sons Inc. (S); Lindsey Robinson Co. (S); Solarine Co. (S).
New York—45 Rockefeller Plaza. Tel.: Plaza 7-2411. John P. Waddell, manager

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

Baltimore—525 N. Charles St. Tel.: Vernon 7211. Phil Jackson, manager.
Richmond—Life Insurance Co. of Va. Bldg. Tel.: 7-0788. H. P. Martin, manager.

LAWRENCE FERTIG & CO. INC.
149 Madison Ave., New York 16
Tel.: Murray Hill 9-7100
Television Dept.: Selma Crosswirth, media director.

M. M. FISHER ASSOCIATES
134 N. LaSalle St., Chicago 2
Tel.: Central 6-1610
Television Dept.: Jack L. Fisher Sr., owner; Jack L. Fisher Jr., co-owner, account executive and TV director; Helene Heinz, timebuyer.
Television Accounts: Central Democratic Committee of Cook County; Harvey Lumber Co.; Lowebco Inc.; Tam O'Shanter Country Club Tournaments; United Artists Corp.; Universal International Pictures Corp.; National Foundation for Infantile Paralysis.

FITZGERALD ADVERTISING AGENCY
Lee Circle Bldg., New Orleans
Tel.: Tulane 3131
Television Dept.: Tom Newman, TV director; Dave Cloud, TV production.
Television Accounts: Blue Plate Foods Inc. (S); Godchaux Sugars Inc. (S); Higgins Inc. (S); Jackson Brewing Co. (S); Louisiana State Rice Milling Co. (S); H. G. Hill Stores (S); Wesson Oil & Snowdrift Sales Co. (S).

FLACK ADVERTISING AGENCY INC.
1110 Hills Bldg., Syracuse 2
Tel.: 2-3129
Television Dept.: Grover H. Hubbell, William P. Conklin, Arnold T. Bowden, account executives.

FOOTE, CONE & BELDING
247 Park Ave., New York 17
Tel.: Murray Hill 8-5000
Television Dept.: Roger Pryor, vice president in charge of TV; Thomas McDonnell, director of TV production; Joseph S. Spiegel, director of media; Lillian Selb, TV business manager; George Wolf, manager of TV programs.
Chicago 11—155 E. Superior St. Tel.: Superior 7-4800. R. J. Cunningham, manager of broadcast operations. Harold H. Webber, vice president chg. media & research; H. R. Van Gunten, media director; Harry Dieter, TV business manager; Robert Hussey, manager, media dept.; Genevieve Lemper, TV timebuyer; Richard L. Davis, TV production manager.
Los Angeles 17—601 W. 5th St., Tel.: Michigan 2-7651. George Weaver, media director; Claire Koren, timebuyer.
San Francisco 4—235 Montgomery St. Tel.: Sutter 1-2355. L. A. Jones, media director; Helen Stenson, timebuyer.
Hollywood 28—6233 Hollywood Blvd. Tel.: Hollywood 9-6265. Edmund L. Cashman, vice president in charge; C. Burt Oliver, vice president and general manager.
Houston 2—Esperson Bldg. Tel.: Atwood 8561. Stephen Wilhelm, vice president and general manager; Carl Brown, Grace Spanihel, timebuyers.
Portland 4, Ore.—Pacific Bldg. Tel.: Atwater 8181. Leith F. Abbott.
London—27 Hill St. W 1. Tel.: Mayfair 9181. Brian MacCabe, mng. dir.

THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-1560
Television Dept.: Frank Knight, TV director; David A. Smith, TV timebuyer; Charles H. Eyles, Lee E. Hood, A. Edward Morgan, Earle Steiert, account executives.
Television Accounts: Abbotts Ice Cream; Freihofer Baking Co.; Burk's Pork Products; French's Bird Seed; Silvo Silver Polish; Klix Dog Candy; Becker-Mills; Beneficial Saving Fund; Jane Logan Ice Cream.

FORT & CO.
416 Providence Rd., Charlotte 1, N. C.
Tel.: 4-7122
Television Dept.: John L. Fort, Mark I. Moffett, account executive.

ALBERT FRANK-GUENTHER LAW INC.
131 Cedar St., New York 6
Tel.: Cortlandt 7-5060
Television Dept.: Robert W. Day, director of TV.
Chicago 2—1 La Salle St. Tel.: Dearborn 2-6424
Boston 9—10 Post Office Sq. Tel.: Hancock 6-5900
Philadelphia 2—Packard Bldg. Tel.: Rittenhouse 6-3915
Washington, D. C.—1510 19th St., N.W. Tel.: Columbia 8459
San Francisco—426 Bush St. Tel.: Yukon 6-4641

THE FREDERICK-CLINTON CO. INC.
545 Fifth Ave., New York 17
Tel.: Murray Hill 2-7433
Television Dept.: Sydney Rubin, vice president and TV director; Harold S. Rieff, Robert S. Buckbinder, account executives.
Television Accounts: VIM Stores; Adler Shoes; Rad Cleaner; Gilbert Electric.

OAKLEIGH R. FRENCH & ASSOC.
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037
Television Accounts: G-E Appliances Inc.; St. Louis Fed. Savings & Loan; Christian Peper; Vess Beverages; R. E. Funsten Co.; V. Viviano; Meletio Sea Food Co.

FRENCH & PRESTON INC.
1 E. 43rd St., New York 17
Tel.: Murray Hill 7-8500
Television Dept.: C. R. Tanton, TV director; Marcelle Ross, TV buyer; Marjorie Dorrance, director of women's programs; Charles L. Hutchings, TV copy; Ted Price, TV copy director.

CURT FREIBERGER & CO.
1439 Court Place, Denver 2

AD FRIED ADV. AGENCY
(see "A" listing)

HARRY M. FROST CO. INC.
260 Fremont St., Boston 16
Tel.: Liberty 2-0813
Television Dept.: Harvey P. Newcomb, timebuyer.

FULLER & SMITH & ROSS
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600
Television Dept.: Gilbert C. Morris, Ralph W. Nicholson, vice presidents.
Cleveland 15—1501 Euclid Ave., Tel.: Cherry 1-6700. W. J. Staab, manager of media dept.; R. F. Reynolds, film, TV director.
Chicago 3—105 W. Adams St. Tel.: Andover 3-5041. L. J. Boyce, media director.

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1
Tel.: Central 3201
Television Dept.: Wm. D. Fisher, director; Al Chance, production manager; May A. Kohler, production supervisor; Jay Kacin, coordinator; Champ Humphrey, vice-president media and research; John Naylor, Grace McMullan, Earl Hotze, timebuyers.
New York 20—9 Rockefeller Plaza. Tel.: Columbus 5-2000. Roland Martini, vp in chg. of N. Y. office.
Television Accounts: Banquet Canning Co.; First National Bank; The Grove Laboratories, Inc. (N-S); Knapp-Monarch Co. (S); Monsanto Chemical Company (S); Nebraska Consolidated Mills Co.; Old Judge Coffee Co. (S); Pet Milk Company (N-S); Ralston Purina Company (N-S); St. Louis Independent Packing Co. (S); St. Louis Post-Dispatch (R-S); Southwestern Bell Telephone Co. (R-S); Union Electric Co. of Missouri (R-S).

SIDNEY GARFIELD & ASSOC.
45 Second St., San Francisco 5
Tel.: Exbrook 2-3420

NEWSOM W. GAY ADVERTISING
Gulf States Bldg., Dallas
Tel.: Prospect 7300

GEARE-MARSTON INC.
21 S. 12th St., Philadelphia 7
Tel.: Locust 4-0530
Television Dept.: Edward B. Harvey, TV director.
New York 17—Graybar Bldg., 420 Lexington Ave. Tel.: Lexington 2-0880. Charles S. O'Donnell, vice president.

GEMMER ASSOCIATES, INC.
208 Strauss Bldg., Fort Wayne 2
Tel.: Anthony 1157
Television Dept.: Duane A. Zimmerman, TV director.
Television Accounts: Wayne Candies, Inc.

GEYER, NEWELL & GANGER INC.
745 5th Ave., New York 22
Tel.: Plaza 5-5400
Television Dept.: F. A. Long, director of TV; George J. Zachary, associate director of TV; Elizabeth Powell, timebuyer; William Franchey, copy chief; Paul Martin, art director; Arthur J. Daly and Herbert Horton, executive producers.
Detroit 32—14250 Plymouth Rd. Tel.: Webster 3-5520. J. L. McQuigg, vice president in charge.
Dayton 2—931 Third National Bank Bldg. Tel.: Fulton 4145. E. G. Frost, vice president and manager.
Television Accounts: Nash Motor Div. and Kelvinator Div., Nash-Kelvinator Corp.; Embassy Cigarettes, Continental Oil, Zippo Mfg. Co., United Aircraft Corp., Chicopee Mills.

GILLHAM ADVERTISING AGENCY INC.
Continental Bank Bldg., Salt Lake City 1
Tel.: 4-5516
Television Dept.: Heber G. Wolsey, assistant TV director; Enid N. Ogaard, timebuyer.
Television Accounts: Cloverleaf Dairy; Colville Ice Cream Co.; First Federal Savings; Fisher Brewing Co.; Freed Motor Co.; General Electric Supply Corp.; Henager School of Business; Mountain Fuel Supply Co.; Petty Motor; Purity Biscuit Co. Royal Baking Co.; Sego Milk Products Co.; Sweet Candy Co.; Union Pacific Railroad; Utah Power & Light Co.

BERT S. GITTINS ADVERTISING
739 N. Broadway, Milwaukee 2
Tel.: Daly 8-5948
Television Dept.: Gerald L. Seaman, Verne Lausten, TV executives; Esther Block, media director.
Television Accounts: Allis-Chalmers Mfg. Co. (N); Group 8—Wisconsin Bankers Assn.

GLASSER-GAILEY INC.
301 S. Harvard Blvd., Los Angeles 5
Tel.: Dunkirk 4-2141
Television Dept.: I. L. Stiteman, account executive.
San Francisco 4—79 Post St. Tel.: Exbrook 2-6468

GLENN ADVERTISING INC.
2209 Continental Life Bldg., Fort Worth 2
Tel.: Fannin 4476
Television Dept.: Ray K. Glenn, president; John H. Stewart, exec. vice president; Arnold C. Shaw, vice president (Ft. Worth); John R. McCarthy, vice president (L.A.); Ward Wilcox, account executive (Dallas).
Dallas 1—1915 Elm St. Tel.: Riverside 6686.
Los Angeles 43—5429 Crenshaw Blvd. Tel.: Axminster 2-3063
Television Accounts: The Frito Co.; The Frito Co. (Western Div.); Bewley Mills; Comette Hosiery; Champion Chili; Waples-Platter Co.; Texas Dry Concrete Co.; Brockles Food Co.; Fritos Wisconsin Inc.; The Frito Company of Cleveland.

GLEW ADVERTISING AGENCY
211 North Lafayette Ave., Grand Rapids 3
Tel.: 9-4052
Television Dept.: Francis K. Glew, owner and operator.

GODOY & CROSS
Prado 51, Havana, Cuba
Television Dept.: Enrique Marrero, TV director; Sarah Cross, Asst. to director; Jose A. Terry, Waldo de Joghn, producers.
Television Accounts: RCA Victor; Nestle & Libby; Cia. Pepsi-Cola; Cigarros Royal; Cia. Cubana de Aviacion; Cia. Godoy Sayan; Humara y Cia; Ford Motor Co.; Standard Brands; Pan American World Airways; E. R. Squibb & Sons; Flexees (Artistic Foundations); Warner Hudnut Inc.; The Sherwin Williams Co.; Wisky Black & White; O'Cedar.

GOODKIND, JOICE & MORGAN
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6746
Television Dept.: Florence Neighbors, TV director; Alden Joice, assistant director; H. P. Roberts, George P. Frank, Henry Nathan, account executives.

KENT GOODMAN ADVERTISING
1350 North Highland, Hollywood 28
Tel.: Hollywood 9-7992
Television Dept.: Bob Howard, TV account executive; Kent Goodman, TV director.
Television Accounts: Hudson Jewelers; Transmission Exch. Co.; Glo-Glove Co.; Jerart Co.; Buster Car Co.; Sparton Television.

THE PHIL GORDON AGENCY
23 E. Jackson Blvd., Chicago
Tel.: Harrison 7-2103
Television Dept.: H. Feuer, TV director.
Television Accounts: Essuman Motors; Florour Candy; Chicago Western; Stuarts Greetings.

GOTHAM ADVERTISING CO.
2 W. 46th St., New York 19
Tel.: Luxemburg 2-2880
Television Dept.: Arthur A. Kron, director of TV.
Mexico City—Bolivar 8, Despacho 607. Edwin J. Ryan.

WILL GRANT ADVERTISING AGENCY
315 W. 9th St., Los Angeles 15
Tel.: Trinity 1384

GRAY & ROGERS
12 S. 12th St., Philadelphia 7
Tel.: Walnut 2-3636
Television Dept.: Edmund H. Rogers, partner, head of television dept.; Walter M. Erickson, TV director; John C. Hirst, assistant TV director.
Television Accounts: Associated Hospital Service of Philadelphia; Chevrolet Dealers Assn. of Philadelphia; Philadelphia Saving Fund Society; Fidelity-Philadelphia Trust Co.; Capital Bakers Inc.; Keystone Automobile Club; Sunshine Brewing Co.; Philadelphia Zone Planning Assn.; Pennsylvania Wine Co.

GREGORY & HOUSE INC.
Perry House, Cleveland
Tel.: Main 1-7822
Television Dept.: Bromley House, vice president, TV director and program producer; Roger L. Albright, assistant TV director and program producer; Paul Burns, production director; Pat Bodman, copy chief.
Television Accounts: Grocery chain; Insurance Co.; Bakery; Food Spec. Mfgs.

GREY ADVERTISING AGENCY INC.
166 W. 32nd St., New York 1
Tel.: Chickering 4-3900
Television Dept.: William A. Chalmers, vice president and director of TV; Barbara E. Jones, supervisor of TV; Robert Peyson, TV production manager; George Feld, production assistant; Philip Leshem, timebuyer.
Television Accounts: Ronson Art Metal Works Inc. (N); Kleinert Co. Inc.; R. H. Macy Co. Inc.

GRIFFITH-McCARTHY INC.
602 Times Bldg., St. Petersburg 1, Fla.
Tel.: 7-4311
Television Dept.: R. F. Bullard, R. E. McCarthy, directors and timebuyers
Tampa—206 S. Franklin St. Tel.: 2-9644-5. R. E. McCarthy.
Television Accounts: Borden's Dairy Products; St. Petersburg Chamber of Commerce.

JULIAN GROSS ADV. AGENCY INC.
11 Asylum St., Hartford 3
Tel.: 7-7179
Television Dept.: Libby Dunn, timebuyer.

GRUBB & PETERSEN
111 N. Market St., Champaign, Ill.
Tel.: 6-3766
Television Dept.: Frank L. Strand.

GUENTHER, BROWN & BERNE INC.
1418 Enquirer Bldg., Cincinnati 2
Tel.: Garfield 4244
Television Dept.: Wilfred Guenther, president; David A. Brown, vice president and TV director; Wilson Lang, Jack Bunker, account executives.
Dayton—302 L. T. Cooper Bldg. Tel.: Hemlock 9781. W. James Bridges, vice president, Jerry Friedman.
Television Accounts: Graybar Electric Co. (S); Johnson Electric Supply Co.; Kaizer-Frazer Dealers; Max's Clothes Shop Inc.; Grismer Tire Co.; Bargain Barn; Beerman Stores; Trade-Rite Co.; Pease Woodwork Co. Inc.

GUILD, BASCOM & BONFIGLI INC.
130 Kearny St., San Francisco 8
Tel.: Yukon 2-6040
Television Dept.: Rod Macdonald, media director; Walter Guild, president and account executive; Merritt E. Willey, Richard E. St. John, account executives.
Television Accounts: Rosefield Packing Co.; Good Foods Inc.; Roman Meal Co.; Wine Growers Guild Inc.; Golden State Co. Ltd.

LAWRENCE C. GUMBINNER ADV. AGENCY
655 Madison Ave., New York 17
Tel.: Templeton 8-1717

WM. J. HACKENBERG ADVERTISING
206 Main St., Wheeling, W. Va.

WM. F. HALLAND
2530 Auburn Ave., Cincinnati 19
Television Dept.: Earl L. Halland, production; Rosen Bader, copy; Geo. Coon, camera; Wm. F. Halland, buyer.

JOHN L. HALPIN ADVERTISING
208 State St., Schenectady 5, N. Y.
Tel.: 2-0492
Television Dept.: John L. Halpin, timebuyer.
Television Accounts: IUE-CIO.

(Continued on page 282)

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 281)

HAMMER CO.
171 Church St., Hartford 3
Tel.: 7-0183
Television Dept.: M. H. Hammer; Edward Hoffman.
Television Accounts: Country Club Beverages; Pantasote Co.; Berkling Corp.; Comfi-Coil Corp.
New York 18—1819 Broadway, Tel.: Plaza 7-0955. Mel Levy, vice president.

HANLY, HICKS & MONTGOMERY INC.
500 Fifth Ave., New York 18
Tel.: Longacre 5-5000
Television Dept.: H. E. Lehman.
Chicago 6—400 W. Madison St. (Wallace-Ferry-Hanly Co.).

HARRINGTON-RICHARDS
256 Sutter St., San Francisco 8
Tel.: Exbrook 2-6025
Television Dept.: Virginia Miller, television director and timebuyer; A. E. Smith, account executive.
Los Angeles—5816 Wilshire Blvd. Tel.: Webster 3-5577
Television Accounts: Avoset Co.

R. T. HARRIS ADVERTISING AGENCY INC.
1400 Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815
Television Dept.: K. E. Montague; R. T. Harris.
Television Accounts: Hotel Utah; Clover Club Foods Co.; Morning Milk Co.; Prudential Federal Savings.

HART-CONWAY INC.
45 Exchange St., Rochester 14, N. Y.
Tel.: Locust 3520
Television Dept.: H. Lyman Hart, Harold E. Kennedy, John P. Street, Joseph P. Brown, E. Ward Phillips, John M. Nixon.
Television Accounts: Blue Boy Dairy; F. Cappellino & Sons; Crescent-Puritan Laundry; Genessee-Monroe Racing Assoc.; Hallman Chevrolet Co.; Haxton Foods Inc.; Levis Music Stores; McEvoy Motors; Qualtop Beverage Co.; Paine Drug Co.; Reddi-Wip Co.; Rochester Gas & Electric Corp.; Security Trust Co.; Standard Brewing Co.; Valley View Creameries; Wegman's Supermarket Chain.

HARVEY-MASSENGALE CO. INC.
Walton Bldg., Atlanta 3, Ga.
Tel.: Walnut 9117
Durham, N. C.—Snow Bldg. Tel.: J-8451. C. Knox Massey, director; John Moorhead, timebuyer.

F. H. HAYHURST CO. LTD.
38 King St., W. Toronto, Ont.
R. D. Ames, TV director.
Television Accounts: Bradruy Breweries; Brehst Ceramics.
Montreal, Quebec—Drummond Bldg.

HEINTZ & CO. INC.
323 W. Sixth St., Los Angeles 13
Tel.: Michigan 6061
Television Dept.: June Morgan, TV director and timebuyer; Robert P. Heintz, Herbert R. Dickow, account executives.
Television Accounts: Knudsen Creamery Co.; Standard Fed. Savings & Loan Assn.

PAUL LYNN HELLER ADV. INC.
Atlantic Bldg., Washington, D. C.
Tel.: National 7638
Television Dept.: Paul Lynn Heller, M. Justin Baum.
Television Accounts: Bond Vacuum Stores; Allied Finance Co.; Hollywood Clothing Co.; Capital Supply Co.

HENDERSON ADVERTISING AGENCY
9 W. McBee Ave., Greenville, S. C.
Tel.: 3-8381
Television Dept.: James M. Henderson, owner; Harold K. McIntyre, account executive; Betty McCowan, timebuyer.
Television Accounts: Texize Chemicals Inc.; Orders Mattress Co.

HENRI, HURST & McDONALD INC.
121 W. Wacker Dr., Chicago 1
Tel.: Franklin 2-9180
Television Dept.: J. S. Keck, TV director; L. R. Hall, timebuyer.
Television Accounts: Fred W. Amend Co.; Belmont Radio Corp.; Chicago, Rock Island & Pacific Railway Co.; Coopers Inc.; International Shoe Co.; Kroehler Mfg. Co.; Lennox Furnace Co.; Perfect Circle Corp.; Perma Starch Inc.; Pillsbury-Ballard (Div. of Pillsbury Mills Inc.); Milnot Co.; Thor Corp.; Ivano Inc.; Skelly Oil Co.

AL HERR ADV. AGENCY
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 2-8040
Television Dept.: Pat Cocian, TV director; John Rock, timebuyer; Al Herr, account executive.
Television Accounts: Milwaukee Florists Assn.; Pate Oil Co.; John Graf Co.; J. E. Rau Cigar Co.

C. J. HERRICK ASSOC.
132 W. 43rd St., New York 18
Tel.: Lackawanna 4-9310
Television Dept.: Elaine H. Samuels, TV director.

HEVENOR ADV. AGENCY INC.
11 N. Pearl St., Albany 7, N. Y.
Tel.: 5-1586
Television Dept.: Horace L. Hevenor, president and account executive; Edward T. Loveday, vice president and account executive; Hal Greenberg, TV director and account executive.
Television Accounts: Fitzgerald Beer & Ale; Union Fern Inc.; Blenwell Beverages; Saratoga Raceway; Rutland Fair; J. Martinec Packing Co.

HEWITT OGILVY BENSON & MATHER INC.
575 Madison Ave., New York
Tel.: Murray Hill 8-6100
Television Dept.: Clinton F. Wheeler Jr., TV director; Deane Coords, TV copy chief; Florence Smith, TV timebuyer; William Binzen, TV art director; O. A. Saunders, R. C. Barker, account executives.

HICKS ADVERTISING AGENCY
243 Riverside Drive, New York 25
Tel.: Bryant 9-2365

HICKS & GREIST INC.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-9135
Television Dept.: Peter A. Krug, director of TV; John A. Drake, S. R. Huntley, account executives.
Television Accounts: Lewyt Corp. (N-S); Louis L. Libby Foods (S); Waring Products Corp. (N-S); Sapolin Paints (S); Dixie Cup Co. (S).

IVAN HILL INC.
900 N. Michigan Ave., Chicago 11
Tel. Superior 7-3116
Television Dept.: Elinor Fahrenholz, TV director.

DAVID S. HILLMAN INC.
9130 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-6586
Television Dept.: M. O'Brien, timebuyer.

HIRSHON-GARFIELD INC.
745 Fifth Ave., New York
Tel.: Murray Hill 8-8900
Television Dept.: Robert F. Lewine, TV director; William F. Sheppard, manager; Philip Bassel, timebuyer; Thelma Silverman, assistant timebuyer.
Television Accounts: Jacques Kreisler Mfg. Corp. (N); Galey & Lord; Lanes Dept. Store; Utica Kniting Mills.
Boston—Park Square Bldg. Herb Stern.

HIXSON & JORGENSEN INC.
600 St. Paul Ave., Los Angeles 14
Tel.: Madison 6-5811
Television Dept.: H. D. Walsh, vice president and director of TV; Harriet M. Wiegand, TV timebuyer.

HOEFER, DIETERICH & BROWN INC.
405 Sansome St., San Francisco 11
Tel.: Yukon 2-0575
Television Dept.: James A. Brown, John H. Hoefer, account executives; Geneva Hawkins, timebuyer.
Television Accounts: Bell Brook Dairies Inc.

HOFFMAN & YORK INC.
808 N. Third St., Milwaukee 3
Tel.: Daly 8-6510
Television Dept.: Howard L. Peck, TV director.

HONIG-COOPER CO.
333 Montgomery St., San Francisco 4
Tel.: Exbrook 2-7004
Television Dept.: John W. Davis, timebuyer; Gail Myers, assistant timebuyer.
Television Accounts: Calso Water (S); Italian Swiss Colony Wine (N-S); Mario Foods (S); Clorox (N); Haas Bros. (S); Duart Mfg. Co. (S); Peets Soap (N); C & H Sugar (S).

HOOT ADVERTISING AGENCY INC.
15 E. 40th St., New York 16
Tel.: Murray Hill 6-3714
Television Dept.: Hal K. Halpern, TV director; Dexter D. Halle, Harold Olsen, timebuyers.
Television Accounts: "17" Brands Foods (S); Mogen David Products (S).

CHARLES W. HOYT CO. INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-2000
Television Dept.: William Philip Smith, director of television; D. H. Humm, television timebuyer.
Television Accounts: American Molasses Co.; The A. C. Gilbert Co.; Charles B. Knox Gelatine Co.; Mail Pouch Tobacco Co.; Michigan Blueberry Growers Assn.; Richardson & Robbins Co.; F. Ad. Richter & Co. Inc.; The Rutland Fire Clay Co.; Wilbert Products Co. Inc.

THE HUBBELL ADV. AGENCY INC.
1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212
Television Dept.: Frank Hubbell, director; Irving M. Adams, timebuyer.

CHRISTY HUMBURG ADV. AGENCY
818 Olive St., St. Louis 1
Television Dept.: C. C. Humburg, TV director.
Television Accounts: Lubri-Loy Co.; Brandt Electric Co.

H. B. HUMPHREY, ALLEY & RICHARDS INC.
1235 Statler Bldg., Boston 16
Tel.: Liberty 2-6100
Television Dept.: Sally Larkin, vice president and director.
New York 17—370 Lexington Ave. Tel.: Lexington 2-3020. John D. Fitzgerald, director of TV.

HUMPHREY, PRENTKE & ASSOC. INC.
11406 Euclid Ave., Cleveland 6, O.
Tel.: Randolph 1-4582
Television Dept.: Ralph B. Humphrey, TV director.

HURLEY ADVERTISING CO.
213-215 Securities Bldg., Des Moines
Tel.: 4-6289
Television Dept.: J. E. Hurley, director.

HUTCHINS ADVERTISING CO. INC.
42 East Ave., Rochester 4, N. Y.
Tel.: Hamilton 1160
New York 19—18 W. 46th St. Tel.: Plaza 7-8526. Maitland Jones, vice president.
Philadelphia 40—3701 N. Broad St. Tel.: Baldwin 36200. Max Enelow, vice president.
Toronto—1244 Dufferin St. Tel.: Kenwood 2737. Walter Engwer, manager.

I

ROCKLIN IRVING & ASSOCIATES
32 W. Randolph St., Chicago
Television Dept.: Irving Rocklin, account executive; Mrs. Ben Deitell, TV director; Ruth Robbins, secretary; Mrs. Zelda Prohov, general comptroller; Mrs. Ben Deitell, Betty Zidell, Mrs. Edward Lovinger, Werner X. Haas, copywriters.
Television Accounts: Cole Finder Inc.; Walton Motors Inc.; Balaban Floor Covering; Linoleum City; Roxy Rug Co.; Monroe Fox Co.; Kass Clothiers.

NEAL D. IVEY CO.
1500 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9600
Television Dept.: Stella M. Kilcullen, media buyer.

J

JACKSON & CO.
49 Worth St., New York 13
Tel.: Worth 4-7005
Television Dept.: Samuel Gallu, TV director and timebuyer.

RAY C. JENKINS ADVERTISING AGENCY INC.
1240 Builders Exchange, Minneapolis 2
Tel.: Main 4421
Television Dept.: E. R. Warren, TV director.
Television Accounts: Barnes & Zimmerman Inc.; M. A. Gedney Co.; Marquette National Bank; Milk Found. & T. C.; Milk Producers Assoc.; LaBelle Moving & Storage; Spark-O-Liner Corp.; Model Laundry; Motor Sales Inc.; Western Oil & Fuel Co.

JESSOP ADVERTISING CO.
First National Tower, Akron 8, Ohio
Tel.: Franklin 2169
Television Dept.: C. A. Jessop, TV director; G. J. Cobak, TV timebuyer.

THE RALPH H. JONES CO.
3100 Carew Tower, Cincinnati 2
Tel.: Garfield 2300
Television Dept.: Kathryn M. Hardig, TV director; Ann Smith, timebuyer; C. M. Robertson Jr., James M. Nelson, Allen Thrasher, Stanley A. Willer; G. A. Honold, account executives.
New York 19—580 Fifth Ave. Tel.: Plaza 7-4600.
Television Accounts: Bavarian Brewing Co. (N-S); Miami Margarine Co. (S); The Kroger Co. (N); Martin Rosenberger (S).

JONES & BRAKELEY INC.
150 Nassau St., New York 38
Tel.: Beekman 3-1912
Television Dept.: Marie C. Power, TV timebuyer.

DUANE JONES CO. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-4848

JONES FRANKEL CO.
180 N. Wabash Ave., Chicago 1
Tel.: Dearborn 2-5745
Television Dept.: Lew Sanders, TV director; Ben Rubin, J. B. Frankel (president), account executives.

JONES & JONES ADVERTISING AGENCY
525 Leonhardt Bldg, Oklahoma City 2
Television Dept.: Henry C. Jones, TV director and timebuyer.

K

KAL, EHRLICH & MERRICK ADVERTISING
315 Star Bldg., Washington, D. C.
Tel.: Executive 3700
Television Dept.: Alvin Q. Ehrlich, vice president in charge of TV; David P. Thomas, director of TV; Nella C. Manes, timebuyer; William B. Mullett, Alexander L. Charles, Forest R. Entwisle, Joe Weinstein, William G. Roberts, Philip F. Berne, Huly E. Bray, account executives.

KAPPS ADVERTISING CO.
64 E. Lake St., Chicago 1
Tel.: State 2-0460
Television Dept.: Capico Kapps, vice president and TV director; Joseph Kapps, account executive and vice president; Albert Kapps, timebuyer and account executive; C. Koung, D. Daily, account executives.
Television Accounts: Public Service Stores; Racine Engineering Co.; Aetna Watch Co.; Safety Motor Distributors Co.; Wellmade Bedding Mfg. Co.; Davidsons Bakery Co.; North Park Sales; Ford Hopkins Drug Co.; Petroleum Sales.

H. W. KASTOR & SONS ADVERTISING CO.
75 E. Wacker Dr., Chicago
Tel.: Central 6-5331
Television Dept.: James H. West, director of TV; Walter Kniffin, media director.
Television Accounts: International Milling Co.; Procter & Gamble Co.; Union Starch & Refining Co.; Campana Co. (Ayds); Scott Peterson Co.; Thenylhist Co.

KASTOR, FARRELL, CHELSEY & CLIFFORD, INC.
274 Madison Ave., New York 16
Tel.: Oregon 9-4440
Television Dept.: Harry Walsh, TV director.
Chicago 1—333 N. Michigan Ave. Tel.: Randolph 6-3060. David Brown, vice president and manager.

THE JOSEPH KATZ CO.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-1223
Television Dept.: N. C. Wildman, vice president in charge; Alice Ross, timebuyer.
Baltimore 1—10 W. Chase St. Tel.: Lexington 1500. Robert G. Swan.

XUM

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

HENRY J. KAUFMAN & ASSOC.
1419 H St., N.W., Washington 5, D. C.
Tel.: District 7400

Television Dept.: Jeffrey A. Abel, TV departmental administrator and timebuyer; Robert S. Maurer, TV creative director; Eunice Rein, Louise Packard, continuity writers: A. A. Sarra, R. C. O'Donnell, B. K. Silverman, K. W. Sonner, L. Dobrow, account executives.

Television Accounts: Ambassador Hotel; Capitol Garage; Chestnut Farms-Chevy Chase Dairy; Giant Food Stores; Christian Heurich Brewing Co.; Bruce Hunt Inc.; Lacy's Inc.; Peake Motor Co.; Simon Distributing Corp.; Tom's Auto Service Inc.

KAUFMAN-STROUSE ADVERTISING
100 Court Square Bldg., Baltimore 2
Tel.: Saratoga 2414

Television Dept.: Baylen H. Smith, TV director.

Television Accounts: Embros Wine Co.; R. W. L. Wine Co.; Baltimore Spice Co.; Sun Life Insurance Co.

KEELOR & STITES
3001 Carew Tower, Cincinnati 1
Tel.: Parkway 1310

Television Dept.: Arthur A. Radkey, TV director.

KENYON & ECKHARDT INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-5700

Television Dept.: Garth Montgomery, vice president and TV director.

Hollywood 28—Equitable Bldg. Tel.: Hempstead 2101. R. D. Wolfe, vice president and manager.

Chicago 3—135 S. La Salle St. Tel.: Randolph 6-6470.

Detroit 26—Penobscot Bldg. Tel.: Woodward 5-0300. Don C. Miller, vice president and general manager.

Atlanta 5—805 Peachtree St. N.E. Tel.: Vernon 0194. Irving DeRidder, manager.

San Francisco 4—620 Market St. Tel.: Yukon 2-3070. John J. Wiley, manager.

Toronto 1—80 King St. W. Tel.: Empire 3-8314. William Frost, vice president and manager.

KIESEWETTER ASSOCIATES INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-0025

Television Dept.: Horace Hagedorn, vice president and TV director; Arthur J. Davidson, assistant TV director, Samm S. Baker, vice president and account executive; Gloria Brown, TV assistant; E. Thompson, TV timebuyer; E. G. Chase, account executive.

Television Accounts: V. LaRosa & Sons Inc.; Royal Lace Paper Works Inc.; Abraham & Straus; Rollfast Bicycles; Stern's Nurseries; Standard Labs Inc.; Courtley Ltd.

KELLY & LAMB ADVERTISING AGENCY
897 Higgs Ave., Columbus 8, Ohio
Tel.: Klondike 3583

Television Dept.: Paul Ahern Kelly, partner; Gladys J. Lamb, partner; John V. Williams, account executive; Dorrit Williams, TV dept.

Television Accounts: Geo. Byers Sons Inc.; Modern Finance; Graf & Sons; C. D. Kenny; Bubble-Up (Vess); Frito Columbus Co.

KELLY ZAHRNDT & KELLY INC.
3529 Franklin Ave., St. Louis 6
Tel.: Jefferson 8337

Television Dept.: Virgil A. Kelly, TV director: Walter W. Zahrndt, David C. Chopin, Robert W. Kelly, timebuyers and account executives.

KETCHUM, MacLEOD & GROVE INC.
411 7th Ave., Pittsburgh 19
Tel.: Court 1-5100

Television Dept.: Lansing B. Lindquist, TV director; Joseph A. Jenkins, assistant TV director; Ray E. Scott, assistant TV director.

ABBOTT KIMBALL CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-9600

Television Dept.: Arthur M. Ehrlich, director of TV; Miriam Traeger, associate director of television and timebuyer; John A. Lamb, copy; Elisabeth Proudfit, research; Alice White, publicity; Hubert C. Sherk, Rita McNamara, Warren Sumner, Karl Norton, Jay Perine, Samuel M. Reed, account executives.

San Francisco 4—155 Sansome St. Tel.: Exbrook 2-6275. Alfred Ducato, president.

Los Angeles 5—4015 Wilshire Blvd. Tel.: Dunkirk 7-7305. Stewart Widdess, president.

Chicago 11—900 N. Michigan Ave. Tel.: Superior 7-5929.

Television Accounts: British Woolens (S); Norcross Inc. (Greeting Cards) (S); Artra Cosmetics Inc. (Irma) (S); Hathaway Mfg. Co. (curtain fabrics) (S); The Firth Carpet Co.; American Bemberg; C & A Brenninkmeyer (women's specialty shop).

KIRCHER, HELTON & COLLETT INC.
Hulman Bldg., Dayton 2, Ohio.
Tel.: Fulton 5161

Television Dept.: Ralph Kaufman, James Venable, Susanna Hinckley.

Television Accounts: Gem City Bldg. & Loan; St. Mary's Packing Co.; Lime Frappe.

PHILIP KLEIN ADVERTISING INC.
1516 Locust St., Philadelphia
Tel.: Pennypacker 5-7696

Television Dept.: Edward Felbin, TV director.

Television Accounts: 7-Up Co.; Marvel-Lens; Sun-Ray Drug; H. L. Yoh; George Gerson; M. Boten & Sons.

VICK KNIGHT INC.
812 N. Fairfax Ave., Los Angeles 48
Tel.: Bradshaw 2-5401

Television Dept.: Bernice Levitas, media director.

Television Accounts: Natalie Kalmus TV (S); Cinema TV; Lewis Suedes; Kaufman Productions; Blackman Sales Co.; Gerstman Corp.; Peek-a-Boot Inc.; Hollyvogue Tie Co.; Foodex; Nids Chlorophyll; Miracle Massager; California Fabrics.

NAT M. KOLKER ADV. AGENCY
Empire Bldg. Philadelphia 7

Television Dept.: Barnard L. Sackett, TV director.

M. R. KOPMEYER CO.
Realty Bldg., Louisville 2
Tel.: Amherst 1641

Television Dept.: William H. Hill, timebuyer; M. R. Kopmeyer, president and account executive; W. A. Freeman, vice president and account executive; F. E. Gerberding, vice president and account executive.

Television Accounts: Oertel Brewing Co.; Fischer Packing Co.

KRONSTADT ADVERTISING AGENCY
711 14th St., N.W., Washington, D. C.
Tel.: Republic 0272

Television Dept.: Henry L. Kronstadt, director and account executive; Esther Cannon, timebuyer and account executive; Don Thomas, account executive.

Television Accounts: Young Men's Shop; H. M. Heusher & Son; Mazor Master Pieces; L. Frank Co.; Ace Van & Storage Co.; Harris & Ewing; Chas. Ernest Inc., Capitol Fur Shop; The Esther Shop; Ernest Burk Inc.; Kotzin; Latt's Tie Bar; Morton's.

KUDNER AGENCY INC.
575 Madison Ave., New York 22
Tel.: Murray Hill 8-6700

Television Dept.: Myron P. Kirk, executive head of TV; A. W. Reibling, business manager; John Marsich, timebuyer.

Detroit 2—710 New Center Bldg. Tel.: Trinity 5-5315. Louis Weigel, production manager.

San Francisco 5—681 Market St. Tel.: Garfield 1-5433. J. H. Hornel, manager.

Washington, D. C.—911 Kass Bldg. Tel.: National 5506. Frank Getty.

L

LAKE-SPIRO-SHURMAN INC.
Radio Center Bldg., Memphis 3
Tel.: 5-1571

Television Dept.: Mrs. Lucille Simmons, TV timebuyer; Robert F. Keefe, Frank K. Seifert.

Television Accounts: Plough Sales Corp.; Childs' Razor Blade Co.; U. S. Bedding Co.

LAMB & KEEN INC.
1616 Walnut St., Philadelphia
Tel.: Kingsley 6-3500

Television Dept.: Thomas G. Brennan Jr., TV director; Kennard G. Keen, Roy T. Lochten, Thomas G. Brennan Jr., Norman S. MacAfee, all account executives with TV accounts.

Television Accounts: Ranger Joe Inc. (N-S); John Wanamaker; P. J. Ritter Co. (N); Wm. S. Scull Co. (N); Keystone Macaroni Co. (N); Linton's Restaurants (S).

LAMBERT & FEASLEY INC.
60 E. 42nd St., New York 17
Tel.: Murray Hill 7-8980

Television Dept.: Frank W. Mace, vice president and general manager; Joseph Burland, media director.

LANG, FISHER & STASHOWER INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579

Television Dept.: Alvin B. Fisher, director of TV; Robert F. Gibbons, assistant director of TV and chief timebuyer; Mary Jayne Haring, associate director of TV; John Cremer, production manager of TV.

Television Accounts: Brewing Corp. of America (N-S); The Bib Corp. (S); General Electric Supply (S); The Kaynee Co. (S); The Miller-Becker Co. (S); The Sealy Mattress Co. (S); Sears, Roebuck & Co. (S).

LANNAN & SANDERS ADVERTISING INC.
Suite 422, Fidelity Bldg., Dallas
Tel.: Prospect 1583

Television Dept.: Robert E. Stuart, TV director; J. M. Sanders, account executive, Transcontinental Bus System; L. G. Painter, account executive, Continental Southern Lines Inc.; A. E. Palmer, account executive, Continental Central Lines; G. S. Lannan, account executive, Continental Western Lines.

Los Angeles—1127 Wilshire Blvd. Tel.: Mutual 8060. G. S. Lannan, account executive.

C. J. LaROCHE & CO., INC.
247 Park Ave., New York
Tel.: Plaza 5-7711

Television Dept.: John L. Washburn, TV director; Sally Manfield, TV timebuyer; Richard Kebbon, Irene Musil, department assistants.

Television Accounts: Chunk-E-Nut Co. (S); Marshands; Warner Brothers; Walt Disney; New England Confectionery Co.

LAVENSON BUREAU OF ADV.
12 S. 12th St., Philadelphia 7
Tel.: Market 7-6767

Television Dept.: Harry A. Egbert, Roland Israel, Ted Barash, Jerrie C. Rosenberg.

Television Accounts: Blumenthal Bros. The Thrive Co.; Pliner Shoe Co.; Jacob Reed's Sons; John F. Daly Inc.; Atlantic Syrup Ref. Co.; S. Kind & Sons; Mrs. Schlorer's Inc.

LAWRENCE ADVERTISING AGENCY
203 N. Wabash Ave., Chicago
Tel.: Dearborn 2-4815

Television Dept.: Clayton W. Bergman, partner, timebuyer.

HARRY J. LAZARUS & CO.
110 S. Dearborn, Chicago 3
Tel.: Dearborn 2-4920

Television Dept.: G. Russakov, media director.

AL PAUL LEFTON CO. INC.
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500

Television Dept.: A. R. Griffin, TV director.

New York 17—521 Fifth Ave. Tel.: Vanderbilt 6-4340.

Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-9511.

LENNEN & MITCHELL
17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170

Television Dept.: Frank Daniel, manager; Nicholas Keesely, V. P. in charge of TV; William D. Smith, timebuyer; Dwayne Moore, TV ratings analyst.

Beverly Hills, Calif.—308 N. Rodeo Dr. Tel.: Crestview 1-7221. Ben Potts.

LEVY ADVERTISING AGENCY
850 Broad St., Newark 2
Tel.: Mitchell 2-0433

Television Dept.: Hyman R. Levy, timebuyer; Alan Stein, TV director; Charles S. Herman, account executive.

TED LEVY ADVERTISING AGENCY
811 Cooper Bldg., Denver 2
Tel.: Main 7133

Television Dept.: Ted Levy (president), Barbara D. Aiton, directors, timebuyers.

LEWIS & GILMAN INC.
1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9900

Television Dept.: Graham S. Mason, vice president.

LEY & LIVINGSTON
260 California St., San Francisco 11

Television Dept.: Rob't. J. Livingston, TV director and account executive; A. K. Kelly, ass't director; G. J. Ley, A. G. S. Fuidge, account executives.

Television Accounts: American Brands Corp.; Norfish Sales Co.; Blue Bird Potato Chips, Inc.

LIBERTY ADVERTISING AGENCY
Suite 210, Forest Park Hotel
4910 West Pine Blvd., St. Louis 8
Tel.: Rosedale-3500.

LILLER, NEAL & BATTLE
810 Walton Blvd., Atlanta 3
Tel.: Cypress 6251

Television Dept.: C. K. Liller, W. W. Neal, John Ottley, Howard Axelberg, Al Sharp, G. L. Watts, Helen Gordon, account executives; Sarah Williams, TV timebuyer.

Television Accounts: Brock Candy Co. (S); Colonial Stores; W. D. Alexander; Bank of Georgia; Coastal Chemical; H. W. Lay & Co.; Atlanta Coca-Cola Bottling Co.

LINDSAY ADVERTISING AGENCY
95 Crown St., New Haven 10, Conn.
Tel.: 5-2141

Television Dept.: Gordon S. Tracy, media, TV and production director and timebuyer; Emilienne Barnes, talent buyer.

LINDSEY & COMPANY INC.
10 N. Fourth St., Richmond 19
Tel.: 7-3065

Television Dept.: W. Leroy Hoerter, TV director; Ralph E. Bivins, TV timebuyer; Arthur C. Beck, Jr., Frank G. Christian, Theodore M. Curtis, account executives.

Television Accounts: Southern Biscuit Co.; James G. Gill Co.; Cavalier Oil Co.; C. W. Antrim & Sons; Glasgow Brewing Co.; B. T. Crump Co. Inc.

LOCKE, JOHNSON & COMPANY LIMITED
601 Harbour Commission Bldg., Toronto 1

Television Dept.: F. D. Layton, TV director.

THE W. E. LONG CO.
188 W. Randolph St., Chicago 1
Tel.: Randolph 6-4606

Television Dept.: L. W. Haas, chairman of the board; E. E. Hanson, president; William Goodman, vice president and advertising director; J. A. Smith, vice president in charge of sales; A. T. Downie, treasurer; H. G. Mergener, secretary; Edward C. Fritz Jr., director.

T. ROBLEY LOUTTIT INC.
58 Weybosset St., Providence
Tel.: Jackson 1-5858

Television Dept.: Walter Covell, TV director; R. K. Rockwell, TV timebuyer.

Television Accounts: Old Stone Bank; L & C Assoc.

LYNN-FIELDHOUSE
15 South Franklin St., Wilkes-Barre
Tel.: Wilkes-Barre 2-7182

Television Dept.: W. B. Pritchard, TV director & timebuyer; Lindley S. Fieldhouse, S. C. B. Lynn, account executives.

New York 17—51 E. 42nd St. Tel.: Murray Hill 2-4048.

W. D. LYON COMPANY INC.
303 Second Ave., S. E., Cedar Rapids
Tel.: 5139

Television Dept.: Robert H. Schubert, TV director; Robert B. Creswell, account supervisor; Jack C. Ware, account executive.

Television Accounts: Maplecrest Turkeys; Whink; Crescent Elec.

M

MacGRUDER-BAKEWELL-KOSTKA INC.
1666 California St., Denver 2
Tel.: Alpine 1478

MACLAUGHLIN ADVERTISING AGENCY
601 Ellicott Square, Buffalo 3
Tel.: Mohawk 5703

Television Dept.: Frederick R. Maclaughlin, account executive; J. Andrea Connaroe, timebuyer.

Television Accounts: Perry's Ice Cream Co., Inc. (R-N).

(Continued on page 284)

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 283)

MacMANUS, JOHN & ADAMS
Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300
Television Dept.: Elmer W. Froehlich, vice president and media director.
New York 22—444 Madison Ave. Tel.: Plaza 9-3221. Ernest A. Jones, manager.

MacWILKINS, COLE & WEBER
Corbett Bldg., Portland 4
Tel.: Broadway 6401
Television Dept.: R. J. Gabel, media director.
Seattle 1—Republic Bldg. Tel.: Elliott 7377. George Weber, vice president.
Tacoma—Dan Gerber in charge.

MALCOLM-HOWARD ADVERTISING
203 N. Wabash Ave., Chicago 1
Tel.: Randolph 6-7942
Television Dept.: Arthur Holland, Hal Barkun, Max Holland, account executives; George Janda, William Bent, Pat Sammon, writer producers.
Television Accounts: Dad's Root Beer; Roller Derby; Courtesy Motors; Stiffel Lamp Co.; Fohrman Motors; Hudson Dealers Assn.; Hollands Jewelers; Rubin's; Central TV Exchange; Mages Sporting Goods; McLennon Pen Co.; Leo Rose Co.; Cisco Kid Rodeo; Chicago Horse Show; Nectar Beer.

DAVID MALKIEL ADV. AGENCY
172 Newbury St., Boston 16
Tel.: Copley 7-5980
Television Dept.: Julian Malkiel, TV director.
Television Accounts: Serta-White Cross Co.

LLOYD MANSFIELD CO. INC.
110 Pearl St., Buffalo 2
Tel.: Washington 2762
Television Dept.: Robert L. Mansfield, vice president; Theodore F. Keady, TV director.
Television Accounts: Iroquois Beverage Corp.

MARFREE ADV. CORP.
105 W. 40th St., New York 18
Tel.: Plaza 7-7655
Television Dept.: Barnett Friedenberg, TV director; J. Nye Delman, Herbert Futrain, Mort Sobel, account executives.
Chicago—919 N. Michigan. Tel.: Whitehall 4-2651. Herbert Futrain, account executive.
Television Accounts: R & F Co.; Garrick Music Shops; Plantation Estates; Mizim Mfg. Co.; Raven Mills Corp.; B & B Toy Mfg. Co.; Camer Glass.

TERRILL BELKNAP MARSH ASSOCIATES
480 Lexington Ave., New York 17
Tel.: Eldorado 5-4570
Television Dept.: T. B. Marsh, director.

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022
Television Dept.: C. A. Peterson, partner in charge of TV; E. J. Whitehead, TV director; H. L. Cordley, TV producer.
Television Accounts: Esso Standard Oil Co. (N).

HARWOOD MARTIN ADVERTISING
2519 Connecticut Ave., N.W., Washington, D. C.
Tel.: Michigan 1161
Television Dept.: Hariot Stem, TV director; Joyce Armour, program director; Jean Ort, timebuyer; Mildred Martin, David Dickson, Shirley Bisselle, account executives.
Television Accounts: American Wholesalers; Arcade-Sunshine; Beckers; Clement's; Grady Motors; William Hahn & Company; The Hecht Co.; P. J. Nee Furniture Company; Leo Rocca, Inc.; The Suit Shop; Tuerke's; Washington Gas Light Company; Woodward & Lothrop; The Young Men's Shop.

J. M. MATHES INC.
122 East 42nd Street, New York 17
Tel.: Lexington 2-7450
Television Dept.: Read H. Wight, director; Richard Jackson, assistant director; Edna S. Cathcart, timebuyer.
Television Accounts: Canada Dry Ginger Ale, Inc. (N-S); The Pure Food Company (S); Luden's, Inc. (N-S); Northam Warren Corp. (N-S); Union Carbide and Carbon Corporation (S); Austin Motor Company (S); Judson Dunaway Corp. (S).

MATHISSON & ASSOCIATES INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 8-4090
Television Dept.: Charles H. Helliwell, TV director, timebuyer.

JOSEPH MAXFIELD COMPANY
87 Weybosset St., Providence 3
Tel.: Gaspee 1-4456
Television Dept.: Aaron M. Finkle, TV director; Joseph M. Finkle, account executive.
Television Accounts: Eclipse Food Products Corp.; White Rock Bottling Co.; Pinkerson's; Progress Ice Cream Co.; United Camera Inc.; Topps Gaylord; Silvertown Chevrolet Co.; Harris Oil Co.

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710
Television Dept.: Lour Maxon, president.
New York 22—12 E. 53rd St. Tel.: Plaza 9-7676. S. James Andrews, TV director; E. Wilhelm, TV station relations.
Chicago—664 N. Rush St. Tel.: Whitehall 4-1676. L. J. Sholty, vice president.

THE MAYERS COMPANY INC.
2301 W. Third St., Los Angeles 5
Tel.: Dunkirk 8-2111
Television Dept.: Roger Patrick, TV director; Henry Mayers, J. P. Shelley, Forrest Dolan, Laurence Lewin, account executives; Claire Koren, media director; S. B. Mayers, copy chief.
Television Accounts: Sears, Roebuck & Co.; Bandini Fertilizers; Hoffman Candy; Clicquot Club; Dad's Root Beer; Adolph's Food Products.

CHAS. H. MAYNE CO.
8487-B Melrose Place, Los Angeles 46
Tel.: Webster 3-8261

MAYS & CO.
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534
Television Dept.: Catherine Abner, media director; Jack Lindquist, TV coordinator.

McCANN-ERICKSON, INC.
50 Rockefeller Plaza, New York
Tel.: JUdson 6-3400.
Television Dept.: Thomas H. Lane, vp in chg. of television; Alfred J. Scalpone, vp in chg. of production; William C. Dekker, vp in chg. of TV service & station relations; Hendrik Booraem, Jr., director, new program development; Donald N. McClure, manager, TV production; Robert M. Reuschle, manager, timebuyer.
Cleveland 14—629 Euclid Ave. Tel.: Cherry 1-3490.
Detroit 26—647 Griswold St. Tel.: Woodward 2-9792.
Boston 16—200 Berkeley St. Tel.: Liberty 2-7382-3.
Chicago 4—318 South Michigan Ave. Tel.: Webster 9-3701.
San Francisco 4—114 Sansome St. Tel.: Douglas 2-5560.
Los Angeles 17—612 South Flower St. Tel.: Mutual 1181.
Hollywood 28—6331 Hollywood Blvd. Tel.: Hillside 8268.
Portland 4—310 Public Service Bldg. Tel.: Atwater 4305.
Television Accounts: American Safety Razor Corp.; Chesebrough Mfg. Company; Congoleum-Nairn Inc.; Gruen Watch Company; "Junket" Brand Foods; Lehn & Fink Prods. Corp.; National Biscuit Company; SOS Company; Westinghouse Electric Corp.; Standard Oil Company of Indiana; Standard Oil Company of Ohio; Altes Brewing Company; Bell Brand Foods Ltd.; California Packing Corporation; California Wine Growers Association; Chrysler Sales Div.
Television Acounts: Clark Bros. Chewing Gum Co.; Columbia Records, Inc.; Cowles Magazines, Inc.; Esso Standard Oil Company; Frank Fehr Brewing Company; W. P. Fuller Company; Hale Bros. Dept. Store; Leisy Brewing Company; Lucky Lager; Manufacturers Trust Company; Maytag Company; Milk Foundation, Inc.; Pharma-Craft Corp.; Richman Bros. Co.; Soil-Off; Southern Calif. & S. Counties Gas Companies; Swift & Company; Vim Electric Company, Inc.

McCONNELL, EASTMAN & CO. LTD.
147 University Ave., Toronto, Ont.
Tel.: Empire 3-7004
Television Dept.: Austin Moran, TV director; J. E. McConnell Jr., D. M. Coutts, John Eastman, account executives.
London, Ont.—Huron & Erie Bldg. C. S. Bowie, media director.
Montreal, Que.—Dominion Sq. Bldg. R. M. Archer, assistant manager.
Winnipeg, Man.—Trusts & Loan Bldg. G. B. McCrea, manager.
Vancouver, B. C.—Stock Exchange Bldg. C. G. Wood, manager.

McCORMICK COMPANY
217 E. 7th Ave., Amarillo, Tex.
Tel.: 6-5333
Television Dept.: Lawrence Patton; G. Don Curphey, account executive.

WALTER McCREERY INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533
Television Dept.: Terri Brady, timebuyer.
San Francisco 2—522 Powell St. R. B. Selby.

McKEE & ALBRIGHT INC.
1400 S. Penn Square, Philadelphia 2
Tel.: Locust 7-4737
Television Dept.: J. A. McFadden, vice president; E. R. Wamsley, timebuyer.
Television Accounts: Breyers; Philadelphia & Reading; Western Md. Dairy; Breakstone.

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: DElaware 7-7860
Television Dept.: Benjamin J. Green, TV director; Carol Perel Colby, timebuyer; George Rich 3d, associate TV director.
Milwaukee 2—759 N. Milwaukee St. Tel.: Marquette 8-3144. George Grabin, manager.

C. L. MILLER COMPANY
521 Fifth Avenue, New York 17
Tel.: Murray Hill 2-1010
Television Dept.: G. V. Carhart, Rita Driscoll, Happy Felton.
Chicago 1—333 North Michigan Ave. Tel.: Central 6-1640. I. M. Tuteur.
Television Accounts: Corn Products Sales Co. (N); Curtiss Candy Co.

DAN B. MINER COMPANY
304 South Kingsley Drive, Los Angeles 5
Tel.: Dunkirk 8-3301
Television Dept.: Hildred Sanders, vice president in charge; Robert C. Black, Arthur E. Trask, asst. TV directors; Kay Ostrander, timebuyer.
Television Accounts: Interstate Bakeries Corporation; Weber's Bread; Kendall Foods, Inc.; Luer Packing Company; Forest Lawn Company; Bu-Tay Products, Ltd.

MOGGE-PRIVETT, INC.
712 S. Carson Ave., Los Angeles 36
Tel.: York 7243
Television Dept.: Snowden M. Hunt, Jr., media director; Albert S. White, copy chief and vice president.
Television Accounts: American Fruit Growers, Inc.; Ben-Hur Products, Inc.; Bisceglia Bros. Wine Co.; Cabany Products Co.; California Lima Bean Growers Assn.; California Pet Foods Co.; Canogo Farm; Pase-Swayne, Inc.; Jerseymaid Milk Products, Co. Inc.; Karseal Corp.; Pacific Cracker Co.; Sylmar Packing Corp.; Towne Talk Co.; Holmes Tuttle; Vegetable Oil Products Co.

EMIL MOGUL CO. INC.
250 West 57th St., New York 19
Tel.: Columbus 5-2480
Television Dept.: Carlo DeAngelo, TV director; H. Munroe, TV timebuyer; E. Mogul, Charles L. Rothschild, Milton Guttenplan.
Television Accounts: Gem Oil Corp.; Knomark Mfg. Co. Inc.; National Shoes; Ronzoni Macaroni Co.

MOREY, HUMM & JOHNSTONE INC.
350 Fifth Ave., New York 1
Tel.: Bryant 9-5950
Television Dept.: W. L. Wernicke, TV director, K. S. Shaualian, timebuyer.

RAYMOND R. MORGAN CO.
6233 Hollywood Blvd., Hollywood 28
Tel.: Hempstead 4194
Television Dept.: Raymond R. Morgan; Robert C. Temple, J. C. Morgan, executive vice president; Jack Kerr, John Burton, L. W. Hobson, account executives; Terri Brady, timebuyer.
Chicago—Goodkind, Joice & Morgan (affiliated). Palmolive Bldg. Tel.: Superior 6747
San Francisco—260 California St. Tel.: Douglas 2-6073

MORSE INTERNATIONAL INC.
122 E. 42d St., New York 17
Tel.: Oregon 9-4600
Television Dept.: C. C. Slaybaugh, TV timebuyer.
Television Accounts: The Sofskin Co (cosmetics).

MOSS ASSOCIATES
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377
Television Dept.: P. Todd, media director.

C. WENDEL MUENCH & COMPANY
75 E. Wacker Dr., Chicago 1
Tel.: Financial 6-3481
Television Dept.: Victor Fabian, timebuyer.
Television Accounts: Fannie May Candy Co.; Fuji Trading Co.; Maurer Neuer Corp.; Neuhoff Bros. Packers.

N

NEALE ADVERTISING ASSOC.
448 S. Hill St., Los Angeles 13
Tel.: Michigan 2149
Television Dept.: William H. Wood, TV director.

NEEDHAM & GROHMANN
630 Fifth Ave., New York 20
Tel.: Circle 5-6200
Television Dept.: E. R. Lagerwall, John Keil, copy directors; William R. Seth, vice president in charge of television.

NEEDHAM, LOUIS & BRORBY INC.
135 S. LaSalle St., Chicago 3
Tel.: State 2-5151
Television Dept.: Alan Wallace, vice president and TV director; Christopher Ford, TV producer; Floyd Van Etten, manager of business affairs, TV; Otto R. Stadelman, vice president and media director; Jane McKendry, Donald De Carlo, TV spot timebuyers; Maurice H. Needham, John J. Louis, Melvin Brorby, Marvin O. Clausen, James G. Cominos, Edmond C. Dollard, W. Raymond Fowler, Paul C. Harper Jr., Melvin S. Hattwick, William D. Horne Jr., James L. Isham, Walfred C. Johnson, Joseph J. Keene, William R. Kinnaird, William L. Lavicka, Erwin A. Miessler, Frederick A. Mitchell, Ruth Wood Muench, William H. Ohle, Edward W. S. Reed, Robert F. Steinhoff, Noel D. Turner, John A. Willoughby, account executives.
Hollywood 28—1680 N. Vine. Tel.: Hudson 2-2391. Frank Pittman, vice president and manager.
New York 20—1270 Ave. of the Americas, Rockefeller Center. Tel.: Plaza 7-0333. Richard L. Eastland, manager.
Toronto 5, Ont.—880 Bay St. Tel.: Randolph 5530. John A. Willoughby, manager.
Television Accounts: Derby Foods Inc. (N); Household Finance Corp. (S); S. C. Johnson & Son (N-S); Kraft Foods Co. (N-S); Morton Salt Co. (S); The Quaker Oats Co. (Ken-L-Products) (N); Swift & Co. (ice cream) (S).

NEFF-ROGOW INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4230
Television Dept.: William Rogow, president, timebuyer, account executive; Stewart Pierce Brown, vice president, timebuyer, account executive.
Television Accounts: Bond Stores Inc.; Melville Shoe Corp.

GEORGE R. NELSON INC.
208 State St., Schenectady, N. Y.
Tel.: 4-4135
Television Dept.: Edward F. Flynn, TV director; Sybil Van Patten, TV timebuyer; Jack and Karl Landt, associate TV producers.
Television Accounts: Mohawk Carpet Mills Inc. (N); Allen's Appliances Inc.; Apex Dept. Store; Carl Co.; Golub Corp.; Wm. L. Lee & Co.; A. L. Parsons & Son & Parsons Inc.; Saratoga Assn.; Wm. Sherry Tire Co.; Rodgers Liquor Co.; Breslaw Bros.; Rudisco Inc.; Hosid Products Inc.; Empire State Distributors; National Pressure Cooker Co.; Nemith Motors Inc.

KELSO NORMAN ADVERTISING
222 Kearney St., Norman Bldg., San Francisco 8
Tel.: Douglas 2-3942
Television Dept.: Irv Cotanch, TV director, timebuyer.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

O

R. T. O'CONNELL ADVERTISING COMPANY
430 Madison Ave., New York 17
Tel.: Plaza 3-5412
Television Dept.: David D. Polon, vice president in charge of television; Philip Roll, TV copy chief; R. T. O'Connell, Ethel Merklen, George Miller, account executives.
Los Angeles—2001 Beverly Blvd.
Television Accounts: Nestle-LeMur Company; Minwax Company; Dean Ross Piano Studios, Inc.; Noble Pine Products; Champion Implement Corp.; Carter Associates; Bonomo Culture Institute; G & R Anthony Company; Mini-Gym Corporation; Pomatex Company.

OHIO ADVERTISING AGENCY INC.
2300 Payne Ave., Cleveland 14
Tel.: Superior 1-7070
Television Dept.: Mel Tenenbaum, director of TV; Marilyn Williams, Burt Schildhouse, writer-producers; Samuel L. Abrams, Victor Gelb, Herman Spero, TV account executives.
Television Accounts: Old Dutch Beer (R-N); Forest City Material; Student Prince Cigars; Perme's Home Appliances; Blonder's Wallpaper; Crawford Door Sales Co.; Housemart Inc.; Packard Dealers of Greater Cleveland; Cole Motors Inc.; B. W. Blaushild Motors; Thomas Unik; Lyon Tailors; Trailer Mart.

OLIAN ADVERTISING CO.
411 N. 7th St., St. Louis 1
Tel.: Central 8380
Television Dept.: Margaret Hart Nelson, TV director; Alice McDonough, TV timebuyer.

Chicago—35 E. Wacker Drive
Tel.: State 2-3381. Kay Kennelly, media director & timebuyer.

OLMSTED & FOLEY
1200 Second Ave., Minneapolis 3
Tel.: Atlantic 8166
Television Dept.: James D. McTighe, TV director; W. H. Olmsted, John T. Foley, Clarence Russell, John K. Mortland, R. B. Pile, account executives.
Television Accounts: Regan Bros. Bakery; First Nat'l. Bank; Chun King Oriental Foods; Kaiser-Frazer Dealers.

ONEIL LARSON McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 3-4470
Television Dept.: Nelson J. McMahon, Edward H. Larson, partners; W. Zivi, executive producer; Stan Kaatz, program director; W. P. McWilliams, J. Littleton, J. Cherbo, E. Silha, Frank Stein, Norman Larson, account executives; Marshall Edinger, timebuyer; James Walsh, assistant timebuyer.
New York—290 Madison Ave. Tel.: Murray Hill 5-1464. M. Robinson.
Toronto—7 Trinity Sq.

ROBERT W. ORR & ASSOCIATES INC.
4 West 58th St., New York 19
Tel.: Plaza 9-8050
Television Dept.: Louis Ergmann, TV director.
Hollywood—9130 Sunset Blvd. Tel.: Crestview 5-0104.
Television Accounts: Andrew Jergens Co. (N); Bosco Company (S).

OTIS ADVERTISING AGENCY
3 W. 61st Street, New York 23
Tel.: Circle 6-4255
Television Dept.: John Hoge.

OWEN & CHAPPELL INC.
595 Madison Ave., New York 22
Tel.: Plaza 8-2400
Television Dept.: David Hale Halpern, director of television; James B. Daly Jr., director of media.
Television Accounts: National Brewing Co. (S).

MERRITT OWENS ADVERTISING AGENCY, INC.
New Brotherhood Bldg., Kansas City 1
Tel.: Drexel 7250
Television Dept.: Earl Allvine, TV director; Merritt Owens, R. Grant Neds, account executives.
Television Accounts: Joe M. O'ffill Motor Co.; Feld Chevrolet Company; Zephyr Ventilated Awn. Co.; Home Federal Sav. & Loan.

PACIFIC NATIONAL ADVERTISING AGENCY
605 Union St., Seattle 1
Tel.: Elliot 1401
Television Dept.: Trevor Evans, TV director.
Portland—715 Cascade Bldg. Tel.: Capitol 1021. Milton Foland.
Spokane—606 Chronicle Bldg. Tel.: Madison 4371. Vernon Cary.
Television Accounts: Seattle-First National Bank; Washington Co-Op Farmers Assn.; Pacific Lincoln Mercury Co.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424
Television Dept.: Paul A. Danielson, media director and timebuyer.

PATCH & CURTIS
437 E. Broadway, Long Beach 2, Calif.
Tel.: 6-1259
Television Dept.: John Curtis, TV director; Nancy Purvine, writer; Gene Curtis, account executive.
Television Accounts: L. B. Board of Realtors; Ben Cluff Dairy; Kellogg Supply Co.; L. B. Insurance Assn.

HANCOCK PAYNE ADV. ORGANIZATION
12 S. 12th St., Philadelphia 7
Tel.: Lombard 3-2405
Television Dept.: Ben Kaplan, executive vice president and account executive.

PEARSON ADVERTISING AGENCY INC.
250 Park Ave., New York City 22
Tel.: Murray Hill 8-3055

PERRY-BROWN, INC.
2831 Vernon Place, Cincinnati 19
Tel.: Plaza 8200
Television Dept.: Edward J. Doran, TV director
Television Accounts: Willson Dairy; The Handy Window Shade Co.

PECK ADVERTISING AGENCY INC.
400 Madison Ave., New York 17
Tel.: Plaza 3-0900
Television Dept.: Arthur J. Daly, TV director; Donald Blauhut, assistant TV director.

PEDLAR AND RYAN INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1500
Television Dept.: Wilfred S. Roberts, director of TV; John Halpern, assistant TV director; T. C. Fisher, vice president in charge P&G account; Donald Quinn, timebuyer; Donald Shaw, vice president, account executive.

PHILLIPS-RAMSEY COMPANY
First Nat'l Bank Bldg., San Diego 1
Tel.: Franklin 2121
Television Dept.: Orva Huff, TV director; Robert Lewis, media director; W. L. Phillips, C. C. Ramsey, account executives.

PLATT-FORBES INC.
7 E. 44th St., New York 16
Tel.: Murray Hill 7-3440
Television Dept.: Thomas O'Donnell, media director.
Boston 16—31 Providence St. Tel.: Kenmore 6-3103. Irvin Gould, manager.

PLAZA ADVERTISING AGENCY INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 6-6550
Television Dept.: John T. O'Flaherty, president; Nancy M. Viaroli, timebuyer.

POSNER-ZABIN ADVERTISING
95 Madison Ave., New York 1
Tel.: Murray Hill 9-2676
Television Dept.: James B. Zabin, Jack Posner.
Television Accounts: Allman Co., Inc. (S); Dr. Posner's Shoes, Inc.; John T. Stanley Co.; King Refrigerator Co.; Bilt Rite Baby Carriage Co.; S. W. Farber, Inc.

R. J. POTTS-CALKINS & HOLDEN
215 W. Pershing Rd., Kansas City 8, Mo.
Tel.: Grand 5775
Television Dept.: William J. Brewer, TV director.

POTTS-TURNBULL CO.
912 Baltimore Ave., Kansas City 6, Mo.
Tel.: Victor 9400
Television Dept.: N. P. Rowe, vice president.

POWELL-GRANT ADVERTISING, INC.
1166 Penobscot Bldg., Detroit 26
Tel.: Woodward 1-4321
Television Dept.: Robert H. Powell, advertising executive and TV director; Bill Gayek, advertising executive and copy chief; Chas. Schiappacasse, TV director of production; Robt. Rhein, TV art director.

JOHN O. POWERS COMPANY
110 William Street, New York 38
Tel.: Worth 4-7361
Television Dept.: Robert W. Powers.

PRATER ADVERTISING AGENCY INC.
705 Chestnut St., St. Louis 1
Tel.: Garfield 6490
Television Dept.: George L. Prater, account executive, TV director; Barbara Block, copywriter; Robert O. Scott, TV dept. assistant.
Television Accounts: Falls City Brewing Co. (N).

PRESBA, FELLERS & PRESBA CO.
360 N. Michigan, Chicago 1
Tel.: Central 6-7683
Television Dept.: Marquis M. Smith, vice president and TV director; E. E. Eldridge, timebuyer.

R

RADIO ADV. CORP. OF AMERICA
47 Audubon Ave., Jersey City 5
Tel.: Bergen 4-2332
Television Dept.: Albert A. Fiore, TV director; John Critelli, timebuyer; Paul Apello, account executive.
Television Account: Watchung Lake Inc.

RANDALL COMPANY
75 Pearl St., Hartford 3
Tel.: 7-1179
Television Dept.: Florence Grady, TV director.
Television Accounts: Crown Petroleum Corp.; George E. Dewey Co.; Hatry & Young; State Line Potato Chips.

THE FRED M. RANDALL COMPANY
3314 Book Tower, Detroit 26
Tel.: Woodward 1-4662
Television Dept.: Chas. E. Foerster.

RAY-HIRSCH CO. INC.
37 W. 57th St., New York 19
Tel.: Murray Hill 8-3515
Television Dept.: Murray Hirsch
Television Accounts: Elizabeth Ames Inc.; Associated Lace Corp.; Mother's Food Products Inc.; Pearl-Wick Corp.

KNOX REEVES ADVERTISING INC.
600 First National-Soo Line Bldg., Minneapolis 2
Tel.: Bridgeport 7701
Television Dept.: K. P. Torgerson, vice president and media director; Phil Archer, TV timebuyer; R. W. Stafford, vice president and account executive; John H. Sarles, vice president and account executive; R. H. Burbank, account executive.
Television Accounts: General Mills Inc. (N); Midland National Bank; Art Instruction Inc.
San Francisco 4—Shell Bldg. Tel.: Yukon 6-0678. W. A. Johnson, TV timebuyer.

REINCKE, MEYER & FINN
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440
Television Dept.: Frank M. Baker, TV director.
Television Accounts: Anderson Co.; Burgess Cellulose Co.; von Schroder Mfg. Co.; Photo Finishers Assoc.; International Sports Show; Weed Tire Chains.

EMIL REINHARDT ADVERTISING
1736 Franklin St., Oakland 12
Tel.: Templebar 2-2408
Television Dept.: Joseph Connor, TV director; James C. Resor, timebuyer; James C. Prindiville, Roland Irving, James B. Innis, account executives.
Television Accounts: Kilpatrick's Bakery; Par-T-Pak Beverages; S. F. Brewing Corp.; Tuttle Cheese Co.

REISS ADVERTISING
221 W. 57th St., New York 19
Tel.: Plaza 7-8030
Television Dept.: Alice Brothers, TV timebuyer.

FLETCHER D. RICHARDS INC.
10 Rockefeller Plaza, New York 20
Tel.: Judson 6-5400
Television Dept.: J. S. Davidson, vice president and TV director; George E. Pamental, timebuyer.
Chicago—221 N. La Salle St. Tel.: Financial 6-3585.
San Francisco 8—(Harrington-Richards Div.) 256 Sutter St. Tel.: Exbrook 2-6025. Virginia Miller, timebuyer.
Los Angeles 36—5816 Wilshire Blvd. Tel.: Webster 3-5577.

M. EVANS RICHMOND
1518 Walnut St., Phila. 2
Tel.: Pennypacker 5-2334
Television Dept.: Dale O'Donell; Robert S. Richmond; M. Evans Richmond.
Boston 16—230 Boylston St. Tel.: Columbia 6-4491. R. S. Richmond.
Hollywood—Yucca Vine Bldg. Tel.: Hempstead 3517. M. K. Reiss.

RINGER & ASSOCIATES INC.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8131
Television Dept.: Mrs. Ilse Stein, media buyer.

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6293
Television Dept.: Talbot Johns, TV director; Robert C. Neuman, timebuyer; Elwood J. Robinson, Melvin A. Jensen, John W. Haynes, James W. Raymond, account executives.
San Francisco—801 Kohl Bldg.
Tel.: Douglas 5407
Television Accounts: Cinch Products Inc.; Paper-Mate Ball Point Pen; Western Fed. Savings & Loan Assn.; Pasadena Savings & Loan Assn.; Loma Linda Food Co.; Fed. Savings & Loan Inst.; Calif. Fed. Savings & Loan Assn.; Republic Fed. Savings & Loan Assn.; Wilshire Fed. Savings & Loan Assn.

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago 3
Tel.: Randolph 6-9760
Television Dept.: P. R. Stewart, TV director; N. J. Cavanagh, timebuyer.
Television Accounts: Studebaker Dealers; Holland Furnace Co.; Chicago, Milwaukee, St. Paul & Pacific Railroad; Stewart & Ashby Coffee Co.; Kitchen Art Foods Inc.

IRVING ROSEN ADVERTISING
230 5th Ave., New York 1
Tel.: Oregon 9-1926
Television Dept.: Irving Rosen; E. Wayne (Associate).

CHARLES ROSS ADVERTISING AGENCY
1418 N. Highland Ave., Hollywood 28
Tel.: Hudson 2-1184
Television Accounts: Barr Mfg. Co.; Academy Home Imp. Co.; King Uph. Co.

ROSS, GARDNER & WHITE
2326 W. 8th St., Los Angeles 5
Tel.: Dunkirk 7-7211
Television Dept.: Frank Ryhlick, TV director; William W. Schweit, timebuyer.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400
Television Dept.: Daniel M. Gordon, media director.
Chicago 1—360 N. Michigan Ave. Tel.: Financial 6-1833. A. R. Callies, media director, vice president.
Hollywood 28—1680 N. Vine St. Tel.: Hillside 7593. Marvin Young, business manager and head of TV.

(Continued on page 286)

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 285)

Detroit 2—7430 Second Blvd. Tel.: Trinity 4-2200. R. D. Reiss, media director.
Cincinnati 2—Carew Tower. Tel.: Main 2413; John L. Magro, manager.
St. Louis 1—812 Olive St. Tel.: Main 0127. Oscar A. Zahner, senior vice president and manager.
Dallas 2—Reserve Loan Life Bldg. Tel.: V-4-4986. Roger Bacon, manager.
New Orleans 12—411 Carondelet Bldg. Tel.: CA 4559. James L. Hyde, manager.
Houston 2—712 Main St. Tel.: Charter 4-1741. W. Van A. Combs, manager.
Seattle 1—Northern Life Tower. Tel.: Elliott 1572. Francis G. Mullins, vice president and manager.
San Francisco 4—235 Montgomery St. Tel.: Exbrook 4616. John L. Harvey, vice president and manager.
Toronto—2 Toronto St. Tel.: Plaza 1515. Gordon Ralston, manager.

LEWIS EDWIN RYAN
726 Jackson Place, N.W., Washington 6, D. C.
Tel.: Republic 7606
Television Dept.: William J. Green, TV director and timebuyer.

S

MAXWELL SACKHEIM & CO., INC.
670 Fifth Avenue, New York 19
Tel.: Plaza 8-2086
Television Dept.: Rae Elbroch, timebuyer.

ST. GEORGES & KEYES INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1180
Television Dept.: Stanley J. Keyes Jr.
Baltimore 18—2111 N. Charles St. Tel.: Belmont 7095.

WALKER SAUSSY ADVERTISING
823 Perdido St., New Orleans 12
Tel.: Magnolia 3218
Television Dept.: Walker Saussy, owner; J. Michael Verges Jr., TV director; Charles Bloom II, John Arthur, P. J. Stakelum Jr., Moise Bloch, Dorothea Schlesinger, account executives; Alvin Camus, timebuyer.
Television Accounts: American Brewing Co.; Holsum Bakeries Inc.; Gallagher Transfer & Forwarding Co.; William B. Reily Co. Inc.; Henderson Sugar Refinery; Elmer Candy Co.

FRANK B. SAWDON, INC.
480 Lexington Ave., New York 17
Tel.: Plaza 5-2516
Television Dept.: Jerry Bess, vice president and TV director; Frank B. Sawdon, president.
Chicago—75 E. Wacker Drive. Tel.: Dearborn 2-0826. Marty Hogan, office manager.
Television Accounts: Robert Hall Clothes Inc.; Abelson's, Inc.

SAXTON AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 8-2142
Television Dept.: H. Ellis Saxton, director; Thomas Landsiedel, account executive; Eunice Grobe, timebuyer.

SCHEIDELER, BECK & WERNER
487 Park Ave., New York 22
Television Dept.: Vera Brennan, TV director and timebuyer.

SCHOENFELD, HUBER & GREEN LTD.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-0818
Television Dept.: Merritt R. Schoenfeld, account executive; Lewis G. Green, TV director; Miriam R. Orr, timebuyer.
Television Accounts: Bunte Bros.; Enzo Jel Co.

SCHOLTS ADVERTISING SERVICE
1201 West Fourth St., Los Angeles 17
Tel.: Michigan 2396.
Television Dept.: Tom D. Scholts, TV director; Ruth S. Arnot, timebuyer.

SCHWIMMER & SCOTT INC.
75 E. Wacker Drive, Chicago 1
Tel.: Dearborn 2-1815
Television Dept.: Evelyn Vanderpoeg, timebuyer.

SCOTT'S ADVERTISING AGENCY INC.
11 Pemberton Sq., Boston 8
Tel.: Capital 7-2425
Television Dept.: George L. Stingel, TV director and account executive; James H. Mohan, TV timebuyer.

J. B. SEBRELL ADV. AGENCY
300 S. Los Angeles St., Los Angeles 13
Tel.: Madison 6-9397
Television Dept.: J. B. Sebrell, director; Peggy Thomas, timebuyer; Harry Page, account executive.
Television Accounts: Aleene's Corsage; Kits; Sleep-Aire; Mattress Co.; Burrow & Co.; Eject Donut Sales Co.; Multi-Flavor Inc.

RUSSEL M. SEEDS CO.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-1045
Television Dept.: Jack Simpson, TV director; Merle Myers, timebuyer.
Hollywood 28—1469 N. Vine St. Tel.: Hudson 2-1206. Lionel C. Place, manager.
Indianapolis 4 — Lemcke Bldg. Tel.: Market 1395.

ROSCOE W. SEGAR ADVERTISING
2125 N.E. 48th Ave., Portland 13
Tel.: Trinity 3445
Television Dept.: Roscoe W. Segar, executive.

SHAFFER, BRENNAN, MARGULIS ADV. CO
4 N. 8th St., St. Louis 1
Tel.: Main 2579
Television Dept.: Sam B. Margulis, partner and director.

THE LEONARD SHANE AGENCY
1127 Wilshire Blvd., Los Angeles 17
Tel.: Michigan 3231
Television Dept.: Leonard Shane, president; Robert S. Howell, production and TV director; Steve Shaffer, account executive; J. M. Lench, assistant executive; Jeanne McFarland, timebuyer.

THE SHAW CO.
816 W. 5th St., Los Angeles 13
Tel.: Mutual 5161

JOHN W. SHAW ADVERTISING INC.
716 N. Rush St., Chicago 1
Tel.: Dearborn 2-5082
Television Dept.: Richard Trentledge, TV director; Augusta Young, timebuyer; John W. Shaw, E. J. Hughes Jr., D. Guerrant, W. J. Wilmont, account executives.
Television Accounts: Armour & Co. (S); Standard Milling Co. (S); Doremeyer Corp. (S).

SHERMAN & MARQUETTE
919 North Michigan Ave., Chicago 11
Tel.: Delaware 7-8000
Television Dept.: Louis E. Tilden, TV director; Clifford E. Bolgard, TV timebuyer.
New York 20—10 Rockefeller Plaza. Tel.: Plaza 7-6400. William B. Templeton, TV director; John B. Crandall, TV timebuyer.
Television Accounts: Colgate-Palmolive-Peet Co. (N-S); The Quaker Oats Company (N-S); The Nestle Company, Inc. (S); Oscar Mayer & Co. (S).

CHARLES SILVER AND COMPANY
737 North Michigan Ave., Chicago 11
Tel.: Superior 7-6625
Television Dept.: B. R. Solomon, account executive; Maxine Ziv, timebuyer.
Television Accounts: Rival Packing Co. (S); I. J. Grass Noodle Co. (S); Elam Mills; Arlington Park Jockey Club; Dairy State Foods, Inc.

SIMMONDS & SIMMONDS INC.
201 North Wells St., Chicago 6
Tel.: Andover 3-6645
Television Dept.: Phil W. Tobias, Sr., president and account executive; Phil W. Tobias Jr., vice president, TV director and account executive; Georgia Xenos, TV timebuyer; Harry O'Niel, Curtis R. Winters, George O'Leary, account executives.
St. Louis 1—611 Olive St. Sherwin Tobias, vice president.
Dallas—1000 Fidelity Bldg. P. J. Crandall, vice president.

SIMON & GWYNN
622 Commerce Title Bldg., Memphis, Tenn.
Tel.: 5-2404
Television Dept.: H. N. Gwynn, Milton Simon, partners and account executives; G. K. Leckie, W. E. Davidson Jr., account executives.
Television Accounts: American Snuff Co.; American Tea & Coffee Co.; Canova Foods; The HumKo Co.; Ronco Foods.

JAMES F. SIMONS CO.
914 Sudekum Bldg., Nashville 3
Television Dept.: Connie McAdams, TV director.
Television Accounts: Royal, Barry-Carter Mills; Blevins Popcorn Co.; Mallernee's.

SIMONS-MICHELSON CO.
11th Fl., Lafayette Bldg., Detroit 26
Tel.: Woodward 3-3000.
Television Dept.: R. N. Hughes, TV director.
Television Accounts: Cunningham Drug Co.; Dossin's Food Products; E&B Brewing Co.; Koepplinger Bakery; Krunchee Potato Chips; Marine Foods, Inc.; Sealy Mattress Co.; Taylors, Inc.; Velvet Peanut Products; Zwiebacks Stores.

LEONARD M. SIVE & ASSOC. INC.
22 W. Seventh St., Cincinnati 2
Tel.: Garfield 3000
Television Dept.: Leonard M. Sive, TV director; Patricia L. Mackzum, TV timebuyer; Robert G. Grannen, Cyril J. Wedding, Frederick R. Sullivan, account executives.
Television Accounts: The Rubel Baking Co.; Tom Collins Jr.; Cincinnati Chevrolet Dealers; Queen Optical Co.; Rollmans & Sons Co.; Loring Andrews Co.

SMITH & BULL AGENCY
6642 Sunset Blvd., Hollywood 28
Tel.: Hempstead 5671
Television Dept.: Richard T. Parker, TV director; James T. Darden, TV timebuyer.

SMITH, TAYLOR & JENKINS INC.
223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 1-9312
Television Dept.: Tom MacWilliams; Tom Cadden, Dick Pearson, script and production assistants; Phil Demme, artwork and films; Ron Taylor, Cook Thompson, Bob Quaid, Morris Tandy, Bill Sutherland, account executives.

CHARLES N. STAHL ADV. AGENCY
440 S. Boylston St., Los Angeles 17
Tel.: Madison 7844
Television Dept.: John F. Courcier, TV director; Al C. Ward, TV timebuyer.
Television Accounts: Murphy Motors; Fletcher Jones; Clayton; Jackson Chemicals; Dr. Beauchamp; A. J. Crevolin; Glendale Motor Car Co.

STANLEY ADVERTISING AGENCY INC.
2616 David Broderick Tower, Detroit 26
Tel.: Woodward 5-6155
Television Dept.: Stanley Altschuler, TV director.

BARTON A. STEBBINS
1250 Wilshire Blvd., Los Angeles 17
Tel.: Trinity 8821
Television Dept.: E. C. Bloodworth, TV director; A. W. Gudelman, TV timebuyer; A. W. Gudelman and Nat Jeffras, account executives.
Television Accounts: Beauty Sales (S); Certified Grocers of Calif. (S); Signal Oil Co. (N); Glamour Products (S).

HAL STEBBINS INC.
714 W. Olympic Blvd., Los Angeles 15
Tel.: Prospect 5317
Television Dept.: Paul Winans, vice president; Harvey Q. Hickman, account executive.

STERLING ADVERTISING AGENCY
535 Fifth Ave., New York 17
Tel.: Murray Hill 7-3400

STEVENSON & SCOTT LTD.
1260 University St., Montreal 2, P. Q. Canada
Television Dept.: Ross Smith, TV director; G. Kenneth Gibson, TV timebuyer.
Toronto—100 Adelaid St. Tel.: Empire 3-1166. Ross Smith.
Vancouver—402 West Pender. Tel.: Pacific 5824. Ross Smith.

STOCKTON WEST & BURKHART, INC.
1300 First Nat'l Bank Bldg., 4th & Walnut Sts., Cincinnati 2
Tel.: Dunbar 5600
Television Dept.: C. Thomas Martin, vice president, director of TV dept.; Robert A. McDowell, vice president, director of TV media; Richard Dunn, manager TV division, N. Y. office; Gene Starbecker, manager TV production; Fred Golt, assistant director TV production; L. C. Puchta, J. H. Phillips, H. S. Robinson, account executives.
New York 22—501 Madison Ave. Tel.: Eldorado 5-1041. Richard Dunn, manager N. Y. TV division.
Television Accounts: Central Trust; C. G. & E.; Gruen Watch Co. (N); Mosler Safe Co.; Ohio Oil (R-S); U. S. Shoe (N); Hudepohl Brewing Co.

STOCKWELL & MARCUSE
1407 Industrial Bank Bldg., Detroit 26
Tel.: Woodward 1-4484
Television Dept.: William H. Stockwell, Philip R. Marcuse, Donald S. Hodgins, account executives.
Television Accounts: Automobile Club of Michigan; Sams Inc.; Industrial Nat'l Bank; Bruce Wigle Co.; Detroit Creamery Co.; Connell Chevrolet; Detroit Builders Show; Commonwealth Saving Machine Co.

STORM & KLEIN INC.
50 E. 42d St., New York 17
Tel.: Murray Hill 7-4460
Television Dept.: Edward Klein, media director; Arthur Klein, timebuyer.

STRANG & PROSSER ADVERTISING AGENCY
Securities Bldg., Seattle 1
Tel.: Main 2552

J. M. STRAUS & COMPANY
422 South Western Ave., Los Angeles 5
Tel.: Dunkirk 3-5072
Television Dept.: Jack M. Straus.

STREET & FINNEY INC.
76 9th Ave., New York 11
Tel.: Watkins 4-8510
Television Dept.: Howard Miller, TV program director; Warren Faxon, John T. Kelly Jr., Robert Finney, account executives; Helen A. Thomas, timebuyer.
Chicago 3—120 So. LaSalle St. Tel.: Randolph 6-3657. Frank E. Duggan, account executive.
Television Accounts: Foster Milburn Co.

CHAS. R. STUART, ADVERTISING
625 Market St., San Francisco
Tel.: Douglas 2-2438
Television Dept.: Fred M. Parke, account executive
Television Accounts: Bank of America (N-S).

DANIEL F. SULLIVAN CO.
216 Tremont St., Boston 16
Tel.: Hancock 6-7643
Television Dept.: Eugene Stafford, TV director.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
437 Fifth Ave., New York 16
Tel.: Oregon 9-2500
Television Dept.: Philip H. Cohen, vice president and TV director; Arthur Pardoll, TV business manager.
Hollywood 28—6253 Hollywood Blvd. Tel.: Gladstone 5048. John J. VanNostrand, vice president and TV director.

SUPER MARKET TV PRODUCTIONS
9 E. 38th St., New York 16
Television Dept.: Lester Wolff, executive producer and president; Charlotte Armstrong, director of TV.
Television Accounts: Associated Food Stores; Manhattan Food Stores; Roulston Food Stores; Myer 1890 Beverages; General Baking Co.; Foremost Dairies; Lowenfel & Son; Albert Ehlers; C. J. Van Houten; Shefford Cheese; American Halvah.

SYMONDS, MacKENZIE & CO. INC
407 S. Dearborn St., Chicago 5
Tel.: Wabash 2-8056
Television Dept.: J. Morse Ely, vice president.

T

TAGGART & YOUNG
7364 Beverly Blvd., Los Angeles 36
Tel.: Webster 3-8108
Television Dept.: E. L. Taggart, Douglas R. Young, account executives; Ray Lewis, TV director and timebuyer.
Television Accounts: Pontiac dealers of So. California (R-N-S).

TATHAM-LAIRD, INC.
20 North Wacker Drive, Chicago 6
Tel.: Randolph 6-2171
Television Dept.: George A. Bolas, TV director; Paul Schlesinger, Joseph Perry, TV timebuyers.
New York 22—595 Madison Ave. Tel.: Plaza 3-7057. Lawrence Holcomb.
Television Accounts: General Mills, Inc. (N); C. A. Swanson (N); Bendix Hm. Appl. (N); The Toni Co. (N); Geo. Wiedemann (S).

GEORGE TAYLOR ADV. AGENCY
420 Market St., San Francisco 11
Tel.: Garfield 1-6812
Television Dept.: George Taylor, timebuyer; Carl Christopher, account executive.

J. WALTER THOMPSON COMPANY
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000
Television Dept.: Stanley Resor, president; John U. Reber, vice president in charge of television; James O. Luce, Anne C. Wright, Jayne M. Shannon, timebuyers; Virginia Spragle, H. Bart McHugh Jr., Howard Reilly, talent buyers.
Chicago—410 N. Michigan Ave. Tel.: Superior 7-0303. George C. Reeves, manager.
San Francisco—320 California St. Tel.: Garfield 3510. Harry T. Stanton, vice president and general manager.
Los Angeles—6399 Wilshire Blvd. Tel.: Madison 2661. Cornwell Jackson, vice president; James L. Thompson, general manager; Eileen Henriquez, TV timebuyer.
Television Accounts: Anthracite Institute (N); Atlantis Sales Corp. (S); P. Ballantine & Sons (S); Borg-Warner Corp. (N); Bowman Dairy Co. (S); Brillo Mfg. Co. (S); Fanny Farmer Candy Shops (S); Florida Citrus Commission (S); Ford Dealer Adv. Assns. (S); Ford Division, Ford Motor Co., Cooperative Fund (N); Johns-Manville Corp. (N); Kraft Foods Co. (N-S); Lever Bros. (N-S); Mentholatum Co. (S); Meyenberg Milk Products Co. (S); Michigan Hospital Service (S); Owens-Illinois Glass Co. (S); Pacific Mills (S); Pan American World Airways, Inc. (S); Penick & Ford Ltd. (S); Radio Corporation of America (N-S); Real Gold Citrus Products (S); Safeway Stores, Inc. (S); Shell Oil Co., Inc. (S); Swift & Co. (S); Ward Baking Co. (S); Yellow Cab Co. (S); W. F. Young, Inc. (S).

ARTHUR TOWELL INC.
119 Monona Ave., Madison 3, Wis.
Tel.: 6-2668
Television Dept.: Phillip Davies.

TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404
Television Dept.: Philip A. Baecker, TV director; Larry A. Wolfe, writer; Frank S. Kent, William I. Irwin Tracy, account executives.
Television Accounts: Taylor - Reed Corp.; J. W. Beardsley's Sons; Acierno Bros.; H. C. Brill Co. Inc.; Chin & Lee Co. Inc.; Diplomat Products Inc.

TRACY-LOCKE COMPANY, INC.
1307 Pacific Ave., Dallas 1
Tel.: Prospect 8655
Television Dept.: Philip L. McHugh, TV director.

TURNER ADVERTISING AGENCY
101 E. Ontario St., Chicago 11
Tel.: Michigan 2-6426
Television Dept.: John K. Turner, J. Gordon Turner, Robert B. Wesley, A. F. Marthens.
Television Accounts: Burton-Dixie Corp.; Grand Specialties Co.

C. J. ULRICH & ASSOC.
127 N. Dearborn St., Chicago 2
Tel.: Dearborn 2-5465
Television Dept.: C. J. Ulrich.

V

VANSANT DUGDALE & CO. INC.
15 East Fayette St. Baltimore 2
Tel.: Lexington 5400
Television Dept.: Robert V. Walsh, TV director and timebuyer; Rita G. Eastman, assistant timebuyer; Gertrude Talbot, timebuyer; R. E. Daiger, C. M. Buchanan, H. G. Erck, T. F. C. Quinn, D. J. Loden, account executives.
Television Accounts: Anchor Post Products, Inc.; Baltimore National Bank; Home-Utility Line of Black & Decker Mfg. Co.; Chas. D. Briddell, Inc.; Central Savings Bank; The Crosse & Blackwell Co.; Equitable Trust Co.; Eastern Venetian Blind; A. B. Farquhar Co.; Fram Corp. Automotive Line; Gibbs & Company, Inc.; International Bedding; Kent-Coffey Mfg. Co.; Koppers Company, Inc.; (American Hammered); Manhattan Laundry; Glenn L. Martin Co.; Maryland Title Guarantee Co.; F. S. Royster Guano Co.; Schluderberg-Kurdle Co.; Sherwood Brothers Inc.; B. F. Shriver Company; Tilghman Packing Co.; U. S. F. & G. and F. & G.; Weaver Brothers & Interstate; U. S. Second Army.

CARLO VINTI ADVERTISING
431 Fifth Ave., New York 16
Tel.: Murray Hill 9-8476
Television Dept.: Carlo Vinti, producer, timebuyer; Joseph Vinti, associate producer; Philadelphia.

W. L. VOMACK INC.
339 Kings Highway, Brooklyn 23
Tel.: Esplanade 5-6600
Television Dept.: W. L .Vomack, president; Robert B. Vallon, executive vice president and secretary.

W

GEOFFREY WADE ADVERTISING
20 N. Wacker Drive, Chicago 6
Tel.: State 2-7369
Television Dept.: Paul McCluer, general manager; Louis J. Nelson, media director; Booth Luck, director of TV operations; D. S. Williams, timebuyer.
Hollywood 28—6223 Selma Ave. Tel.: Hillside 7457. R. E. Dwyer, manager; Forrest F. Owen Jr., TV director.
Television Accounts: Miles Laboratories, Inc. (N-S); Murphy Products Co. (S); De Mets, Inc. (S).

LOUIS E. WADE INC.
204 Paramount Bldg., Fort Wayne 2
Tel.: Anthony 6282
Television Dept.: Louis E. Wade, account executive and timebuyer; G. W. Hahn, account executive.

HUGO WAGENSEIL & ASSOC.
Talbott Bldg., Dayton 2
Tel.: Hemlock 5542

WALKER & DOWNING
532 Oliver Bldg., Pittsburgh 22
Tel.: Grant 1-1900
Television Dept.: Robert Stevens, Charles Urguhart, TV co-directors and timebuyers; Frank A. Orr, William O. Burge, assistant TV directors.
Television Accounts: Colonial Biscuit; Sterling Oil; Wilkens Jewelry; Galin Labs.; Duquesne Brewing; Jersey Farms; Fantan Chewing Gum; Johnson Co., others.

WALLACE-FERRY-HANLY CO.
400 W. Madison St., Chicago 6
Tel.: Franklin 1-6440
(For Personnel, see Hanly, Hicks and Montgomery.)

WALSH ADVERTISING AGENCY LTD.
44 King St. W, Toronto, Ont.
Tel.: Empire 3-3053
Television Dept.: J. E. Palmer, TV director; M. Porier, timebuyer.

WILLIAM WARREN, JACKSON & DELANEY
45 W. 45th St., New York 19
Tel.: Judson 6-0350
Television Dept.: Stevens P. Jackson, TV director and account executive; Hary Solow Jr., William Solow, Jack Wilson, Conrad Mikorenda, Jack Bucholtz, account executives.
Television Accounts: Vim Stores; Save by Television; Flag Pet Food Corp.; Sacks Quality Stores; Sofia Bros.; No. American Van Lines; Warren Connolly; Jamaica Refrigeration Service Corp.

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 4-5800
Television Dept.: William P. Warwick, TV director; Robert Steen, assistant TV director.
Los Angeles 5—2405 W. 8th St. Tel.: Dunkirk 3-1141. Cecil Underwood, TV director.
Television Accounts: Pabst Sales Co. (N-S); Larus & Bros. Co. (N); Hoffman Beverage Co.; Los Angeles Brewing Co.

WATTS, PAYNE ADVERTISING, INC.
900 S. Main, Tulsa 3
Tel.: 3-8108
Television Dept.: Don Mitchell, TV director; Don Watts, president; Leslie S. Hauger, vp.
Dallas—Fidelity Bldg. Marie Callahan, TV director; Burke Gilliam, manager.
Television Accounts: Oklahoma Tire & Supply Company; Tennessee Dairies.

WAXELBAUM ADVERTISING CO.
10 E. 43rd St., New York 17
Tel.: Murray Hill 2-7398
Radio Dept.: Ben Waxelbaum, in charge of TV and timebuyer.

LUTHER WEAVER & ASSOCIATES
405 Oppenheim Bldg., St. Paul 1
Tel.: Garfield 4715
Television Dept.: Luther Weaver, Donald Gardner, account executives.
Television Accounts: Foods; Frozen Foods; Laundry; Dry Cleaning.

ARMAND S. WEILL CO. INC.
170 Franklin St., Buffalo 2
Tel. Washington 6250
Television Dept.: Alice C. Taylor, manager of media dept.; Ben H. Berman, co-ordinator of TV; Don Wells, RFD director.
Toronto 2, Ont.—225 Mutual St. Tel.: Empire 3-5112. Allan F. Waters, general manager.

MILTON WEINBERG ADVERTISING COMPANY
3508 Wilshire Boulevard, Los Angeles 5
Tel.: Dunkirk 34134
Television Dept.: Joel Stearns, director; Selma Solmann, timebuyer; Bernard Weinberg, talent buyer; William H. Krauch, account executive.

WILLIAM H. WEINTRAUB & CO.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-3900
Television Dept.: Harry Trenner, vice president in charge of TV; Carlos A. Franco, general manager and director of TV; Gladys York, timebuyer.

WEISS & GELLER INC.
400 N. Michigan, Chicago 11
Tel.: Delaware 7-1124
Television Dept.: Marvin L. Mann, vice president, secretary and TV director; Helena Clayton, timebuyer.
New York 17—400 Madison Ave.; Tel.: Plaza 3-4070. Mrs. Dorothy Wender, TV buyer.

WELSH-HOLLANDER ADVERTISING
412 W. 6th St., Los Angeles 14
Tel.: Michigan 0876
Television Dept.: Henry W. Welsh, A. M. Hollander.

WERTHEIM ADVERTISING ASSOCIATES
11 West 42nd St., New York 18
Tel.: Wisconsin 7-5978
Television Dept.: Edward L. Wertheim, Madeline George, Ray Buras.

WESTERN ADV. AGENCY INC.
668 S. Coronado, Los Angeles 5
Tel.: Dunkirk 7-7367
Television Dept.: Milton V. Carlson, TV director; Ruth Johnson, TV timebuyer; Ed Lytle, agency TV producer.
Television Accounts: Gen. Conference of SDA (N); Pierpoint Landing; Ontra Cafeterias; Art Frost; Live Food Products.

WESTHEIMER & BLOCK
315 N. Seventh St., St. Louis 1
Tel.: Garfield 4080
Television Dept.: Louis E. Westheimer, Frank Block, partners; Biron Valier, copy chief; James H. Shobie, account executive; Emma D. Brohr, copy & Research; Donald Scott, copywriter; Betty J. Stillman, media director.

WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 17
Television Dept.: TV timebuyer; T. L. Stromberger, vice president and account executive.
San Francisco 3—785 Market St. Tel.: Garfield 1-1716. H. R. Marquis, vice president and account executive; A. M. Arlett, account executive.
Seattle—1473 Dexter Horton Bldg. Tel.: Mutual 1066. Welles R. Wiley, vice president and account executive.
Portland 5, Ore.—833 American Bank Bldg. Tel.: Broadway 7373. R. K. Stanton, vice president and account executive.
Long Beach, Calif.—602 Pacific Ave. Tel.: Long Beach 7-7375. Jack Horner, account executive.
Television Accounts: General Petroleum Corp.; J. W. Robinson Co.; Sixth Army Recruitment; Wilbur Ellis Corp.

WARD WHEELOCK COMPANY
2400 Lincoln Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 6-7500
Television Dept.: Russ Johnston, vp and director of TV; Robert C. Alexander, general manager of TV dept.; John deBevec, media director.
Hollywood—Calif. Bank Bldg. 6277 Selma St. Tel.: Hillside 7521. Carroll Carroll, vice president.
New York—444 Madison Ave. Tel.: Plaza 3-7120.

(Continued on page 288)

ABC BILLINGS FOR 1951 BY AGENCIES AND ADVERTISERS

TV Gross Network Time Sales

MONTH	1951	1950
January	$ 1,285,665	$ 225,865
February	1,258,484	189,968
March	1,526,919	341,002
April	1,424,835	362,119
May	1,370,763	357,508
June	1,402,127	388,266
July	1,340,385	213,522
August	1,448,376	249,846
September	1,614,907	476,996
October	1,806,863	1,181,199
November	1,908,265	1,268,088
December	*1,910,000	1,216,131
TOTAL	*$18,297,589	$6,470,916

*Estimated

1951 by Classifications

Food & Food Products	$ 4,346,396
Automobiles, Trucks & Acc.	2,434,113
Radio, Ref., Electrical Appliances	2,155,490
Schenley Inc.	153,653
Maiden Form Brassiere Inc.	147,363
Sterling Drug Co.	138,930
Seiberling Rubber Co.	136,098
Brown Shoe Co.	123,330
Rhodes Pharmacy	123,071
Ranger Joe Inc.	118,570
Celanese Corp.	115,400
Ronson Art Metal Works Inc.	113,023
Blatz Brewing Co.	111,410
Masland & Sons	111,350
Masen Au Magenheimer	107,351
U. S. Air Force	105,627
Hollywood Candy Co.	94,882
American Safety Razor	91,605
Toni Co.	87,925
American Dairy Assn.	86,967
Bauer & Black	85,279
Billy Graham	83,025
Gospel Broadcasting Associates	79,095
Wander Co.	78,875
Bonacide	72,675
Hazel Bishop	71,940
America For Christ	65,357
Time Inc.	62,138
General Shoe	59,177
Northam Warren	55,139
Word of Life Fellowship	48,720
Rosefield Packing Co.	48,000
Minute Maid	47,087
American Bakeries	46,891
Kaiser-Frazer Inc.	45,850
Bristol Myers	45,695
Block Drug Co.	42,625
Sam Smith Shoe Co.	42,617
Cliq Club	40,370
Fred Amen	40,050
Carter Products	39,450
Crosley Division	37,571
Sundial Shoe	37,383
Chlorox Co.	36,596
American Vitamin Co.	36,550
Jene Sales Corp.	36,270
Edgewood Shoe Co.	29,690
American Tobacco Co.	28,332
Swanson	28,000
Dupont	19,210
Beatrice Foods	18,740
Lutheran Laymen's League	18,615
Frigidaire	16,700
Campana Sales	16,350
Cresta Blanca	10,500
Pontiac Motor Division	8,101
Beverages	1,792,856
Drugs and Toilet Goods	1,203,458
Clothing and Dry Goods	1,165,369
Jewelry and Accessories	934,302
Cigars, Cigarettes & Tobacco	827,787
Religion	754,613
Miscellaneous	728,327
Laundry Soap and Cleaners	721,287
Confections	517,324
Household Furnishings & Acc.	415,184
Lubricants, Petroleum Products & Fuel	194,133
Publications	76,405
Politicals	30,545
TOTAL	$18,297,589

1951 by Advertisers

General Mills Inc.	$1,460,037
Kellogg Company	1,032,972
Lorillard Corp.	799,455
Nash-Kelvinator	751,141
The Goodyear Tire and Rubber Co. Inc.	751,095
Ralston Purina	689,568
Bendix Home Appliances	647,006
Canada Dry Ginger Ale Inc.	626,565
Schlitz Brewing Co.	540,704
Gruen Watch Co.	496,408
Admiral Corp.	477,659
Philco Corp.	410,782
Iron Rite Corp.	405,730
Cluett Peabody	387,648
Procter and Gamble	354,777
Peters Shoes	335,977
B. T. Babbitt Co.	329,913
M&M Ltd.	315,090
McKesson and Robbins	314,380
Wine Corp. of America	310,572
Packard Motors	293,033
Dodge Division of Chrysler Motors	290,055
Young People's Church of the Air	289,398
Green Giant Company	277,669
Jacques Kreisler	233,265
Seeman Bros.	231,159
C. A. Swanson	228,694
Warner Hudnut	212,472
Best Foods	197,311
Anthricite Institute	195,868
Arnold Bakers Inc.	189,789
Arthur Murray	177,676
Voice of Prophecy	170,402
Cory Co.	160,039
Hudson Motor Car Co.	158,950
United Fruit	4,762
Florsheim Shoes	4,350
TOTAL	$18,297,589

1951 by Agencies

Young & Rubicam Inc.	$ 2,050,932
Dancer-Fitzgerald-Sample Inc.	1,949,426
Kenyon & Eckhardt Inc.	1,245,444
Tatham-Laird Inc.	1,116,649
William H. Weintraub Co. Inc.	863,528
Lennen & Mitchell	799,455
Geyer, Newell & Ganger Inc.	751,141
Ruthrauff and Ryan	713,184
Gardner Advertising Co.	689,568
J. M. Mathes Inc.	681,704
Brooke, Smith, French & Dorrance Inc.	564,680
Leo Burnett Co. Inc.	486,278
Erwin, Wasey & Co.	477,659
Stockton, West & Burkhardt Inc.	440,866
Hutchins Advertising Co. Inc.	410,782
Henri, Hurst & McDonald Inc.	376,827
William Esty Co. Inc.	315,090
J. D. Tarcher Co.	314,380
Weiss & Geller Inc.	310,572
J. M. Camp Co.	289,398
Hirshon-Garfield Inc.	233,265
Benton and Bowles Inc.	227,361
Earle Ludgin & Co.	197,311
J. Walter Thompson Co.	195,868
Grant Advertising Inc.	184,592
Turner & Dyson Inc.	172,709
Western Advertising Agency	170,402
Biow Co. Inc.	153,653
Meldrum & Fewsmith Inc.	136,098
Walter F. Bennett Co.	131,745
Foote, Cone & Belding	123,365
O'Neil, Larson, McMahon	123,071
Lamb & Keen Inc.	118,570
Ellington & Co. Inc.	115,400
Grey Advertising Agency	113,023
Anderson & Cairns Inc.	111,350
Campbell-Mithun Inc.	86,967
Ted Bates & Co. Inc.	86,537
R. H. Alber Co.	79,095
Gilbralter Advertising Agency Inc.	72,675
Raymond Spector Co. Inc.	71,940
McCann-Erickson Inc.	56,407
Guild, Bascom & Bonfigli	48,000
Batten, Barton, Durstine & Osborn Inc.	47,542
Tucker Wayne & Co.	46,891
Cecil & Presbrey Inc.	42,625
Frank Weston Advertising	40,370
Hoag & Provandie Inc.	37,383
Honig & Cooper	36,596
Schwimmer & Scott Inc.	36,550
Sherwin, Robert, Rodgers & Associates	36,270
Anderson, Davis & Platte Inc.	29,690
Politicals	25,703
Gotham Advertising Co. Inc.	18,615
Kastor, Farrell, Chesley & Clifford Inc.	16,350
J. J. Weiner Advertising	10,500
MacManus, John & Adams Inc.	8,101
Maxon Inc.	4,762
Gordon Best Co.	4,350
TOTAL	$18,297,589

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 287)

WHITE ADVERTISING AGENCY
19 W. 10th St., Tulsa
Tel.: 2-5194

Television Dept.: Bruce Hall, TV director; John Howley, account executive and timebuyer.

Oklahoma City—415 Commerce Exchange. Tel.: 6-7878. Stephen Olesiuk, account executive.

Television Accounts: Doenges Motors Inc.; Christinas; Cathey Furniture Co.

WILLIAM WARREN, JACKSON & DELANEY
45 West 45th St., New York 9
Tel.: Judson 6-0350

Television Dept.: Stevens P. Jackson, TV director; Hary Solow, Jr., William Solow, Jack Wilson, Conrad Mikorenda, account executives.

Television Accounts: Save by Television, Flag Pet Food Corp., Sacks Quality Stores, Sofia Bros., North American Van Lines, Warren Connolly, Jamaica Ref. Corp.

THOMAS C. WILSON ADV. AGENCY
P. O. Box 1011, Reno, Nev.
Tel.; 2-7011

Television Dept.: Roy Powers, account executive; Effie Mitchell, timebuyer.

WINIUS-BRANDON CO.
1706 Olive St., St. Louis 3
Tel.: Chestnut 6380

Television Dept.: Vernon L. Morelock, vice president and TV director; Rosalie A. Babich, assistant TV director; William S. Sanborn, account executive.

Television Accounts: Burkart Mfg. Co. (N).

WOLFE-JICKLING-CONKEY INC.
76 Adams St., Detroit 26
Tel.: Woodward 1865

Television Dept.: Cyrilla Anderson, TV director; Robert Mulvogue, Allan Storey, account executives.

Television Accounts: Morley Bros.

WORTMAN, WILCOX & CO. INC.
345 Madison Ave., New York 17
Tel.: Murray Hill 4-5920

Television Dept.: Elbert B. M. Wortman, director and account executive; Hortense Essler, timebuyer.

Television Accounts: National Paper Products Co.; Tigret Sales Co.

Y

YAMBERT PROCHNOW McHUGH & MACAULAY INC.
220 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-5418

Television Dept.: Raymond E. Prochnow, TV director; Ralph Yambert, Tom Monohan.

Television Accounts: Superior Macaroni Co.; Lorraine Burton Foods; Magnetic Springs Water; S. M. Food Products Co.; Mayfair Markets; Kilbury Mfg. Co.; Valleymaid Creameries; Gustinettes.

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 9-5000

Television Dept.: Everard W. Meade, vice president and director of TV and in charge of production; David Levy, vice president in charge of TV talent and new programs; Rodney Erickson, supervisor of TV operations; Frank Coulter Jr., manager, TV timebuyer.

Chicago 1—333 N. Michigan Ave. Tel.: Financial 6-0750. Philip Bowman, TV director; Marion Reuter, chief timebuyer; Margaret Alger, Kay B. Presnell, TV timebuyers.

Detroit 26—645 Griswold St. Tel.: Woodward 1-0067.

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-6977. Edward Merrill, vice president and manager; James McManus, TV timebuyer.

Hollywood 28—6253 Hollywood Blvd. Tel.: Hollywood 9-2731. Walter Bunker, vice president and manager, TV; Edward Meade, vice president and director, TV.

Montreal — University Tower. Tel.: Pleateau 4691. Jean-Francois Pelletier.

Toronto 1—Bank of Nova Scotia Bldg. Tel.: Adelaide 5035. George Lamont, media supervisor; W. D. Byles.

Mexico, D. F.—Edijo 7-Sexto Piso. Tel.: 10-49-00. Luis Gurza.

London—Roxburghe House. 285 Regent St. W1. Tel.: Regent 0211-4. George D. Bryson, managing director.

Z

ZIMMER, KELLER & CALVERT INC.
28 Adams Ave. W., Detroit 26
Tel.: Woodward 1-9151

Television Dept.: A. H. Ritter, TV director; Clyde Vortman, timebuyer; John Buzby, Robert Market, Richard Long.

Television Accounts: Stroh Brewery Co.; Bohn Aluminum & Brass Corp.; Farmers & Mfrs. Best Sugar Assn.

PROFESSIONAL AND TECHNICAL SCHOOLS FOR TELEVISION

Name, Address, Tel.	Courses Offered	Registrar & Registration Date
American Institute of the Air* 3123 E. Lake St. Minneapolis 8, Minn. Tel.: Wesley 1639	Announcing, writing, directing, control operating, Sports play-by-play, Radio Time selling	Helen S. Brown Weekly
American Telecasting Corp.* 5600 Sunset Blvd. Hollywood 28 Tel.: Hollywood 9-8347	Television production.	Charles A. Post Continuous
American Television Institute of Technology* 5050 N. Broadway Chicago 40, Ill. Tel.: Uptown 8-6300	140-week TV engineering course, 72-week TV production. Night classes also.	Quarterly
American Television Labs of Calif.* 5606 Sunset Blvd. Hollywood 28 Tel.: Hollywood 9-8347	Radio, television servicing; communications.	Don S. MacDowell Monthly
American Television Labs. of Calif.* 5606 Sunset Blvd. Hollywood 28 Tel.: Hollywood 9-8347	Radio, television servicing; communications	Don S. MacDowell Monthly
Hal Bagg School of Broadcasting* 1674 Broadway, New York 19 Tel: Columbus 5-5756	Announcing, acting, singing	Harold J. Bagg Continuous
Beck School for Radio* Lyceum Theatre Minneapolis Tel.: Lincoln 4703	Radio announcing & associated subjects	Lucille Fuller Weekly
Broadcasters Network Studios* 6612 Sunset Blvd. Hollywood 28 Tel.: Hudson 2-9101	Staff announcing, writing	Elaine N. Dysart Continuous
California Institute of Radio & Television* 5910 Sunset Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-1938	Commercial TV announcing, TV production	G. Bringham Bi-Monthly
Cambridge School of Radio Broadcasting* 806 Seventh Ave. New York 19 Tel.: Judson 6-0025	Announcing, sportscasting, script writing, directing-producing, publicity and promotion	George S. Carlesco Continuous
Capital Radio Engineering Institute* 3224 16th St., N.W. Washington, D. C. Tel.: Hobart 1520	Residence courses in AM, FM & TV engineering and servicing; aeronautical engineering	Everett A. Corey Quarterly
Central Radio & Television Schools Inc.* 1644 Wyandotte St. Kansas City 8, Mo. Tel.: Harrison 5852	Courses leading to 1st class FCC license in radio & television; airline station agent, flight radio operator	Phil J. Murray Quarterly
Chicago Academy of Radio & Dramatic Arts* 306 S. Wabash Ave. Chicago 5 Tel.: Harrison 7-5907	Announcing, acting, directing, production	Kathleen Kaye Weekly
Chicago Technical College* 2000 S. Michigan Ave. Chicago 16 Tel.: Calumet 5-8200	Radio and TV engineering, practical radio	A. B. Clements Quarterly
Columbia College* 410 S. Michigan Blvd. Chicago 5 Tel.: Wabash 2-6761	Radio broadcasting, television - radio broadcast engineering, advertising, journalism, stage	Helaine Levin Continuous
The Crescent School of Radio & Television* 500 Pacific St. Brooklyn 17 Tel.: Triangle 5-5656	Radio and TV technician; communications; mathematics; servicing; FCC license; programming and production; camera operation	Harvey Pollack Continuous
De Forest's Training, 2533 North Ashland Chicago 14, Ill. Tel: Lincoln 9-7260	Electronic fundamentals, television-radio servicing, industrial electronics, communications, television and radio engineering and design, nuclear instrumentations.	Every six weeks
The Delehanty Institute* 105 E. 13th St. New York 3 Tel.: Grammercy 3-6900	Radio & television service and repair; telegraphy & telephony, radio technology	F. Gorman Continuous
Electronic Technical Institute 769 Venice Blvd. Los Angeles 15, Calif. Tel.: Richmond 9381	Servicing, studio procedure	E. A. Cowgill Continuous
Emerson College* 130 Beacon St. Boston 16 Tel.: Kenmore 6-3340	Radio production, script	Clara Fraser Sept.
Maren Elwood College* 4949 Hollywood Blvd. Hollywood 27 Tel.: Normandy 3-3123	Four-year college with courses in all branches of writing including radio writing, publicity and public relations	Quarterly
Geller Theatre Workshop* 6040 Wilshire Blvd. Los Angeles 36 Tel.: York 5205	Comprehensive radio	Hazel Ayres Jan. Apr. June Sept.
Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago* Chicago 3 Tel.: Central 6-2337	Acting, directing, radio scene & costume design, technical practice (B.F.A. & M.F.A. degrees)	Louise Dale Spoor Sept. & Jan.
Institute of Visual Training 40 E. 49th St., New York 17 Tel.: Eldorado 5-1443		
Jo Keith School & Agency 228 S. Wabash Ave. Chicago 4 Tel.: Webster 9-6272	Singing, dramatics, dancing, modeling, radio, stage, screen, TV	Betty K. Ray Continuous

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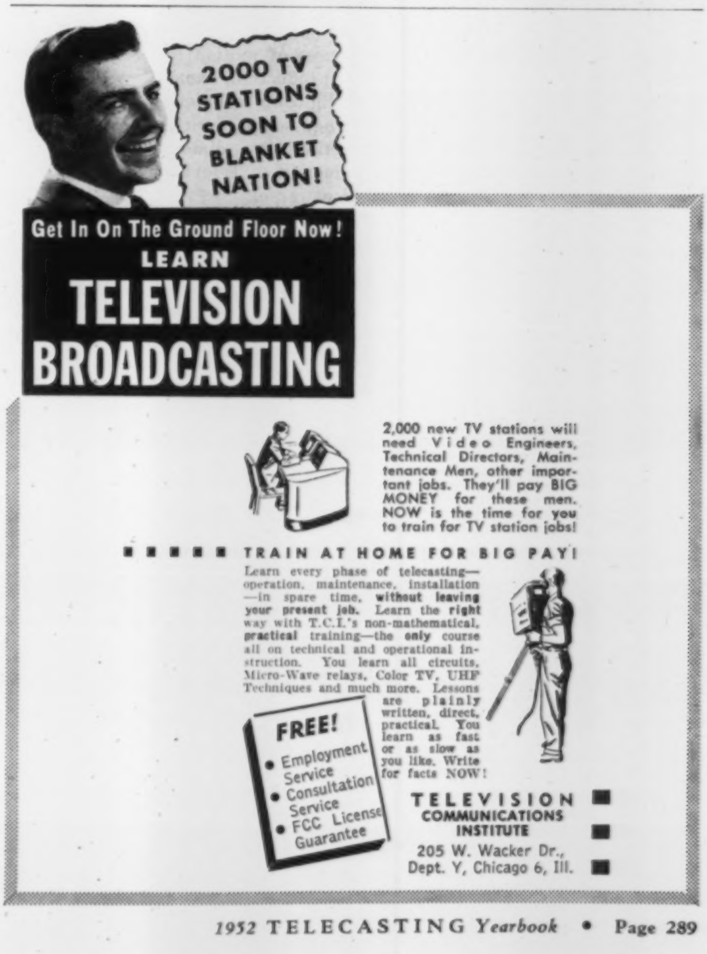

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Lincoln School of Radio & Television* 1851 Broadway New York 23 Tel.: Circle 6-5300	Radio FM and television technician, communications, amateur radio.	Jean Stabb Scott Continuous
Los Angeles Trade Technical Junior College* 1646 S. Olive St. Los Angeles 15 Tel.: Prospect 7021	Radio communications, television, servicing, radar, loran, industrial electronics	J. N. McCaghren Continuous
The Don Martin School of Radio Arts* 1653 N. Cherokee Hollywood 28 Tel.: Hudson 2-3281	Combination announcing, engineering courses, TV courses	Adelaide Hanson Monthly
Midway Television Institute* 4825 Indiana Ave. Chicago 15 Tel.: Livingston 8-8600	Radio & television servicing, practical radio engineering & communication, electronics	Rosa W. Morgan
National Academy of Broadcasting Inc.* 3338 16th St., N.W. Washington 10, D. C. Tel.: Decatur 5580	Professional broadcasting course	Mildred L. Sovine Every 16 weeks
National Schools* 4000 S. Figueroa St. Los Angeles 37 Tel.: Century 2-9061	Radio, television, allied electronics; diesel, automotive and allied mechanics	Sam Goldberg Monthly
New Institute for Film & Television* 29 Flatbush Avenue Brooklyn 17 Tel.: Sterling 3-9444	All phases of motion picture production, camera and lighting techniques, editing, sound, writing, directing, live dialogue production. Television and newsreel.	Marguerite Temple Varying
William R. Ogden Radio Operational Engineering School 157 W. Olive Ave. Burbank, Calif. Tel.: Charleston 0-8291	Short, directed courses leading to FCC licenses	Tally Ogden Continuous
Pathfinder School of Radio & Television Announcing 1222-A Oak St. Kansas City 6, Mo. Tel.: Harrison 0473	All phases of radio, broadcasting, program directing, and station management	Nancy McFarland Weekly
Penn Technical Institute* 5540 Penn Ave. Pittsburgh 6, Pa. Tel.: Hiland 1-3502	Courses taught on technical institute (not trade) level	Stanley C. Marshall Quarterly
Pierce School of Radio & Television* 52 E. 19th St. New York 3 Tel.: Oregon 7-7390	Radio FM-television technician, radio communications, radio mathematics, radio and TV service	Leon Sitkin Every five weeks
Leland Powers School Inc.* 31 Evans Way Boston 15 Tel.: Aspinwall 7-2900	Theatre, radio, television, public speaking	Haven M. Powers Sept. 25

Radio Institute of Chicago* 105 W. Adams Chicago 3 Tel.: Andover 3-6767	Radio, drama, engineering, television	G. Francis Kraus Monthly
Radio Television Arts Academy* 3819 Wilshire Blvd. Los Angeles 5 Tel.: Dunkirk 8-1323	Television film production, programming, sales	Helen Thayer Weekly
RCA Institutes Inc.* 350 W. 4th St. New York 14 Tel.: Watkins 4-7845	Radio and television technology	C. E. Tomson March, May, Sept., Dec.
The Celeste Rush Radio Preparatory System* 6119 Harold Way Hollywood 28 Tel.: Hollywood 9-7123	Drama motives & radio elements of production	Celeste Rush Weekly
The School of Radio Technique Inc.* 316 W. 57th St. New York 19 Tel.: Plaza 7-3211	Radio & television production, announcing, writing	Winifred S. Van Sickle Continuous
School of Radio Technique* 228 S. Wabash Ave. Chicago 4 Tel.: Wabash 2-0712	Announcing, writing, newscasting, production, direction, acting, speech	Mary King Malone 6 times a year
Frederick H. Speare, Professional Radio & Television School* 6251 Santa Monica Blvd. Hollywood Tel.: Hollywood 9-2325	Announcing, news, sports, acting, control and production techniques, writing, TV, sound effects	R. L. Speare Quarterly
Hal Styles School of Radio & Television* 8800 Wilshire Blvd. Beverly Hills, Calif. Tel.: Bradshaw 2-1490	Announcing, drama, news, editing, control operation, continuity, script, dialects, TV, management	Mildred Mullins Continuous
Television Communications Institute 205 W. Wacker Dr., Chicago 6 Tel.: Dearborn 2-3654	Correspondence courses in TV servicing and TV broadcasting	Milton S. Kiver Continuous
Television Workshop of N. Y.* 1780 Broadway New York 19 Tel.: Plaza 7-3721	Television studio operation, camera operation, program production, television advertising.	Mrs. Orr Fall, Winter, Summer
Twin City Television Lab, Affiliated with Beck Studios, Inc.* Lyceum Theatre Minneapolis 3 Tel.: Lincoln 4708	Program production, creative & commercial writing, announcing, camera operation (in fully equipped TV studios).	Mary E. Smith Quarterly
Western Radio-Television Institute* 341 W. 18th St. Los Angeles 15, Calif. Tel.: Prospect 8855	Radio communications; radio, TV servicing	M. M. Lloyd Monthly

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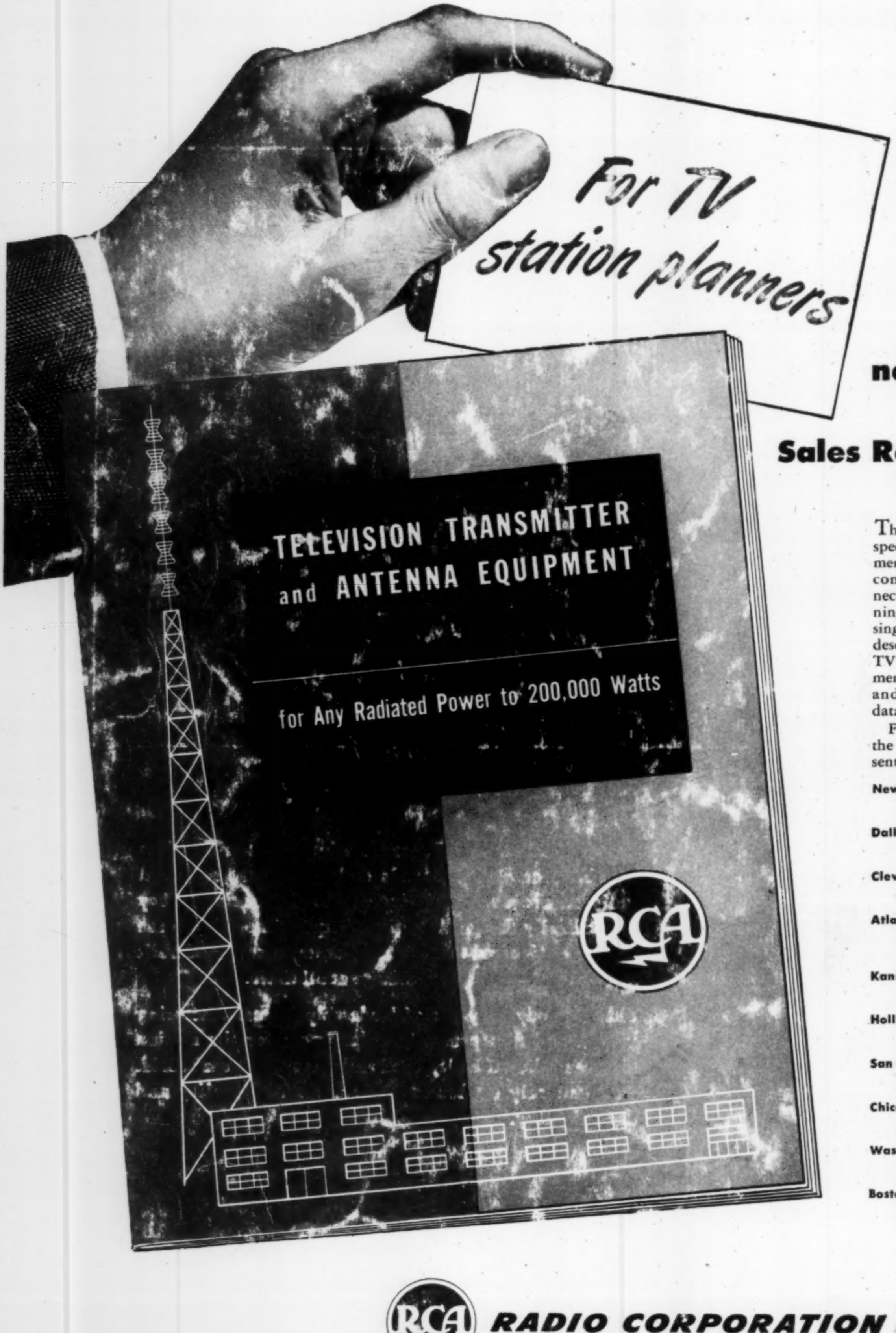
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